

Volume IV, No. 10

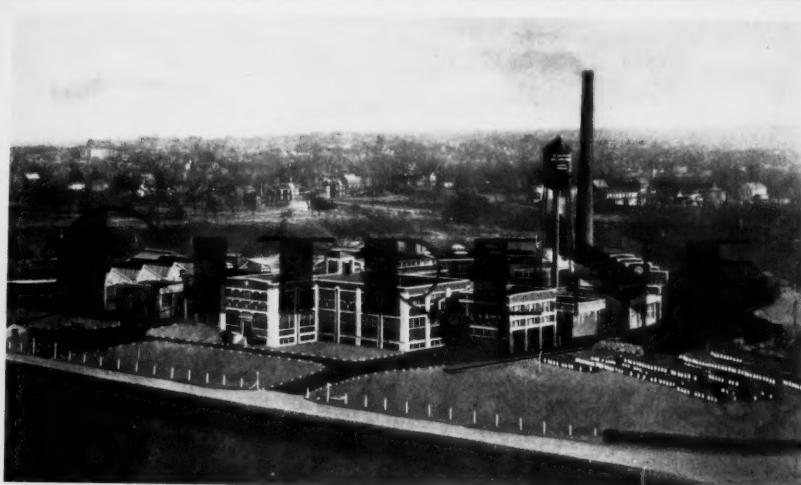
June, 1929

SOAP

A MONTHLY MAGAZINE

for Manufacturers of Soaps of All Kinds, Disinfectants, Household Insecticides, Cleansers, Deodorants, Polishes and Allied Products.

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SOAP

The Editor's Page

Volume Four
Number Ten

More About Soap Powder

TWO months ago, we called attention to the poor quality of many soap powders on the market. We pointed out that to meet price competition, some manufacturers had reduced the quality of their powders to the point where they had little or no right to the designation "soap powder." With soap powder prices on the decline for several years past, deterioration in quality has been a natural consequence. Consumers have demanded lower and ever lower prices. Manufacturers have met the demands by constantly cheapening their products by reducing the soap content. This reduction has reached a point where it is wise to call a halt.

For calling attention to conditions as they exist and for not definitely suggesting a remedy, we have been termed destructively critical. We advised manufacturers to quit cutting down on the quality of their soap powders, and we advised consumers to look into the quality of the goods which they are buying. Is this destructive criticism? If it is, then we shall try to be constructive with specific criticism.

The Government specification for soap powder provides a minimum soap content of fifteen per cent. A number of private specifications gave the same minimum figure. With this in mind, and allowing leeway for differences in commercial practice, we suggest that manufacturers make and sell no product as "soap powder" which does not contain at least twelve per cent total soap, and that buyers of soap powder refuse to accept goods which do not contain a minimum of twelve per cent soap and which do not have this fact clearly printed on the label. We suggest further to the Department of Agriculture that steps be taken to classify any product bearing a label "soap powder" and which does not contain twelve per cent or more soap, as legally misbranded and that the seller be prosecuted for misbranding. Anything running under twelve per cent soap, call it what you will,—special detergent, powdered detergent, powdered cleanser, or what not,—but not soap powder.

Consumers who have been buying soap powders, so-called, at a half or three-quarters of a cent under the market, have been fooling nobody but themselves. They are probably paying considerably more for what they are getting than they would if they paid the price for a decent quality powder. They have, in fact, been the prime movers in the present situation because price has apparently been the most important thing in their purchases. They have been, and are, if they did but know it, the chief victims of truly cut-throat competition.

The soap powder situation has reached the point where it is time to run up the danger signal. We are going to do all we can to run it up high enough so that it will be heeded by those manufacturers who are evidently not very far-sighted.

Bunk in Advertising

THE American public is said to discount all advertising. In other words it recognizes the fact that manufacturers do not always tell the truth in their advertising. It recognizes and apparently does not become greatly excited about gross exaggeration in advertisements. It has become used to reading advertising statements and then finding out from experience that they were wholly untrue or exaggerated. So many manufacturers lie either directly or by implication in advertisements that it has become almost an attribute of modern advertising. Everybody seems to expect it. New advertisers appear to be the worst offenders, although some of the oldest and most reputable houses in the land are not above it.

We can remember back for twenty years that each automobile model of practically every make has been offered to the public as the "perfect" car. The next year, the "perfect" car has come out "greatly improved." There are steamship companies who advertise as "palatial steamers" boats which were out-of-date twenty years ago. There are foodstuffs which are advertised to do everything from strengthening weak arches to curling the hair. Tooth paste advertising has become almost

Insecticide and Disinfectant Section Begins on Page 87

ludicrous. And, there are products of the soap industry likewise which are advertised to do things which they never could or can do.

Every industry has its finger in this advertising mess. Competition and high-pressure copy writers have coined one superlative after another, and not one in five hundred means anything. Only one word aptly characterizes the great bulk of advertising copy, and the public is apparently just as familiar with the word as the advertisers,—bunk. Some day it is going to be stylish to be meticulously accurate in advertising copy, advertising is going to be debunked and exaggeration, untrue implications and superlatives are going to be eliminated.

This Tariff Matter

ALTHOUGH the tariff bill has passed the House of Representatives, the Senate has not at this writing acted on the measure. Indications are that the bill will be the subject of a bitter fight before it gets through the Senate and some of the schedules may be changed very materially before they are finally adopted and become law. So many diverse interests are involved in the various schedules that it is difficult to see what the final developments may be. Log rolling is the order of the day and the industries which do not watch their interests closely are liable to find that they are on the wrong side of the fence when the final whistle blows.

As the bill passed the House, it is satisfactory to the soap industry. The fat and oil schedules are but little changed from the old Fordney Tariff rates. After the bill has been chopped up and cut apart by a fighting Senate, it is difficult to foresee what may happen to the rates on soap industry raw materials. However, it is for the soap industry to see to it that the Senate does not make any material change in the rates as they passed the House.

The tariff fight may continue for some time, or it may be terminated by conference agreements quickly. Be that as it may, the soap industry cannot afford to wait until the horse is stolen before locking the stable door. The fight is now centered in the Senate. Therefore, it is imperative that irrespective of how many times previously you have communicated with your Congressmen or Senators, that you now, as a soap manufacturer, wire or write *both* of the Senators from your state making it perfectly clear that the oil and fat schedules as they passed the House must not be altered. In short, it must be impressed on every Senator that the life of the American soap industry will be jeopardized if higher oil and fat duties become law.

This fight is not yet won. Those who know

how things are done in Washington say that every Senator must have these facts brought before him again right at this time. As a soapmaker, communicate with both of your Senators now no matter how many times you have written before. It is vitally essential to the final success of this tariff fight. Send a copy of your letter to Bureau of Raw Materials for American Vegetable Oils and Fats Industries, 1251 National Press Bldg., Washington, D. C.

Exports of toilet soap from United States during March, 1929, amounted to 561,094 lbs., with a value of \$170,232, as compared with 858,780 lbs., worth \$229,014, during the same month of 1928. Laundry soap exports during March, 1929, totaled 4,288,749 lbs., valued at \$292,786, as compared with 3,948,724 lbs., priced at \$273,949, during March, 1928. Scouring and soap powders to the amount of 1,270,560 lbs., worth \$71,631, were exported during March, 1929, as compared with shipments of 513,296 lbs., valued at \$28,641, during March of 1928.

Imports of castile soap into United States during March, 1929, amounted to 287,811 lbs., worth \$38,071, as compared with 250,558 lbs., valued at \$32,600, during the same month last year. Toilet soap imports during March, 1929, totaled 162,347 lbs., worth \$44,038, as against 136,642 lbs., worth \$44,211, shipped into the country during March, 1928. Imports of all other soaps amounted to 160,830 lbs., worth \$19,362, during March, 1929, as compared with 205,728 lbs., valued at \$21,529, during March of 1928.

United States exported 254,220 lbs. of dental creams, valued at \$200,916, during February, 1929. United Kingdom was the largest buyer, taking 44,386 lbs., at a price of \$27,945. British India took 22,365 lbs., paying \$24,563 for this amount. Exports of other dentifrices amounted to 53,987 lbs., worth \$21,049, with British India the leading consumer, taking 21,639 lbs., for a price of \$6,561.

Exports of toilet or fancy soaps from United States during the first quarter of 1929 were valued at \$585,992. Total exports of all soaps were worth \$697,941, as compared with a figure of \$651,909 for the same period in 1928. The total value of all toilet preparations exported during that period was \$2,844,474, as compared with \$2,791,266 in 1928.

A Review of Patents on POWDERS AND FLAKES

By JOSEPH ROSSMAN
Examiner, U. S. Patent Office



SOAP or washing powders are mixtures of dry sodium carbonate and soap mixed in liquid condition. The old-style powders contain 10 to 20 per cent water and the new-style or fluffy powders contain 34 to 40 per cent water. The old-style powder is made by mixing soda ash and soap hot from the kettle until small lumps are formed. The mass is then run out on a flat surface, cooled, powdered and screened. During the cooling operation, the water contained in the hot soap paste combines with the sodium carbonate to form one or more crystalline hydrates, and the soap paste is, by the crystallization and hydration, converted into a substantially dry state, that is, practically free from uncombined water. Ordinarily, removal of water by evaporation is not necessary or desired, unless the soap paste itself contains an excess of water. That is, the conversion of a soap paste containing sodium carbonate and the like into a dry product is essentially a crystallization and hydration operation, as distinguished from drying by evaporation. The soda ash combines with the water and crystallizes in this process. The finished product is then milled to a fine powder.

Fluffed powder can be made by the framing method in which a strong soda ash solution is mixed with soap in a crutcher and crystallized in frames. When the mass cools, it is ground up to a powder. In the continuous method, the materials are passed between cooled rollers forming a thin layer which is scraped off and disintegrated into a powder.

Kayser Spray Process

SOAP powder has been produced by mechanical disintegration of coherent masses of dry soap, or by spraying fluid soap into space under proper conditions. The former method is tedious and expensive, while the viscous nature of fluid soap hampers direct dispersion. In either case, the free carbonate of soda, forming generally a large constituent of the commercial article, has to be bodily incor-

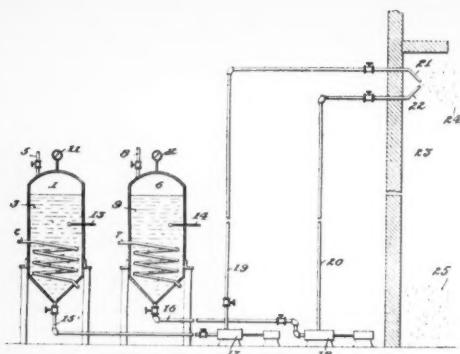
porated prior to disintegration or dispersion, a somewhat difficult proceeding.

The object of the invention of U. S. patent No. 1,153,625, dated Sept. 14, 1915, to Kayser is to form soap powder having regular and even structure and in a convenient, rapid and economical manner. To attain this object, the soap forming constituents, that is, fatty acid and dissolved carbonate of soda, or caustic soda, are made to mingle and react upon one another in the form of spray.

The two kinds of spray are produced by nozzles, fitted with helical or like devices to effect dispersion of fluid fatty acid and of carbonate of soda solution irrespective of temperature, as long as the liquids are supplied under adequate pressure, such as may be imparted by a pump. In order to attain spontaneous evaporation of the solvent water and rapid cooling of the newly-formed soap particles, such as will prevent subsequent agglomeration, it is however expedient to operate with soda solution, heated in a closed vessel considerably above the boiling point of water and kept under permanent steam pressure.

The total apparatus required comprises nothing further than a closed vessel, the outlet whereof is furnished with a nozzle, and wherein the soda-solution may be heated and placed under constant steam pressure, and another vessel for holding the fatty acid, wherein this material can be suitably heated and whence, by way of variety, it may be forced through a nozzle by means of a pump.

Two nozzles, yielding respectively sprays of fatty acid and of alkali, may at suitable distance be placed in direct or tangential opposition, or that their orifices may be concentric, the only object being that of effecting an intimate mingling and impingement of the two kinds of spray. Each of the containing vessels mentioned above may be furnished with a plurality of nozzles and the rate of delivery from either of two cooperating nozzles must be correctly proportioned, and one nozzle, supplying fatty acid, may act in conjunction with two or more nozzles dispersing alkali, or vice versa.



The figure illustrates an apparatus for carrying out the process. To a vessel 1, provided with a steam coil 2, is supplied a thousand pounds of red oil 3, through inlet 5. To a second vessel 6 provided with a steam coil 7 is supplied through inlet 8 twenty-four hundred pounds of a saturated solution 9 of sodium carbonate and six hundred pounds of caustic soda lye of 30° Baume. Both vessels are heated by means of the steam coils to 125° C., the soda solution being under the necessary pressure to produce this temperature. Pressure gauges 11 and 12, and thermometers 13 and 14 are suitably attached to the vessels. The heated liquids are now pumped in the ratio of one part of red oil to three parts of the soda solution, through the pipes 15, 16, pumps 17 and 18, and pipes 19, 20, to the atomizing or spraying nozzles 21, 22, which project into the spraying room or chamber 23, and are so located as to produce a thoroughly mixed spray 24, the reaction taking place between the finely-divided or atomized particles of fatty acid and soda solution. In this case, the caustic soda lye is in sufficient quantity to saponify the red oil, and the sodium carbonate is in excess, thereby producing a soap powder 25 containing soap and sodium carbonate.

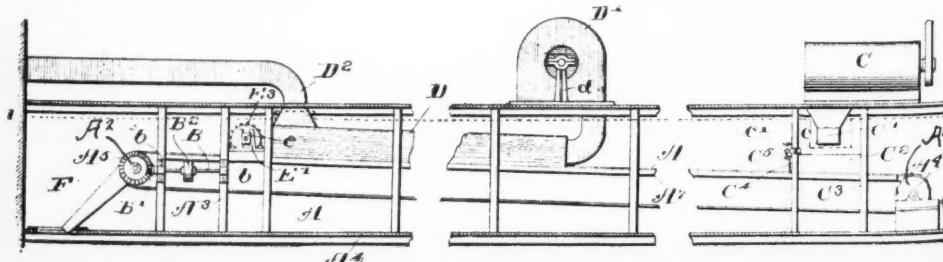
Original Chip Process

ACCORDING to the process described in U. S. patent No. 752,573, dated Feb. 16, 1904, to Morse, the saponified material in a

suitable consistency is spread into a continuous layer or web equal in thickness to the pieces or chips to be made and so thin as to be readily dried, and the layer is then subjected to the action of a drying agent. It may be spread on a traveling carrier and moved slowly forward by the carrier through or in a suitable drying chamber through which chamber a current of air is passed until a large percentage of the moisture is removed and the layer assumes a dry and brittle form. Thereafter, the dried layer of soap is divided into small pieces of commercial size. If the saponifying process takes place under such high temperatures that the saponified material as it leaves the saponifying kettle is of too soft a consistency to retain its form on the carrier after being spread thereon, the soft or semi-liquid material may be preliminarily chilled and dried in any suitable manner before it reaches the carrier to be spread thereon. For instance, the material may be chilled by passing it over a series of inclined or descending riffles, whereby when the soap reaches the spreading device, it is chilled and dried to a proper consistency to maintain the form given thereto on the carrier by the spreader.

A designates an endless carrier or belt trained about rollers A¹ A² at the front and rear end, respectively, of the apparatus. The belt is driven through the medium of a horizontal rotative shaft B at the rear end of the machine. The shaft B is given rotation through the medium of a belt-pulley B². The belt A is made of canvas or like material and is provided at its margin with sprocket-chains which engage sprocket-teeth at the ends of the rollers A¹ A², whereby the belt is positively driven. The upper lap of the belt is supported by a horizontal platform A⁷, which extends from end to end of the apparatus, whereby the upper lap is prevented from sagging by the weight of the superposed layer of soap.

C designates a vat located over the front end of the apparatus and in which the material from which the soap is made saponified. The contents of the vat are discharged through a



spout C¹ at the lower side into a chamber C², located immediately above the belt and which is supported on standards C³ C³, rising from the floor A⁴. The bottom of the chamber is formed by the belt A, and the saponified material is discharged directly upon the belt and is merely confined by the side walls of the chamber for the purpose of properly spreading it upon the belt in the manner described.

The saponified material in the chamber C² is spread upon the traveling belt or carrier A by a spreading device. The front wall of the chamber C², or that toward the direction of travel of the belt, terminates at its lowest margin short of the belt, so as to leave a transverse slot at the forward end of the chamber C², through which the material spread on the belt may pass. The thickness of the layer of saponified material which is allowed to pass from the chamber on the belt is determined by the vertical width of the slot. In order to be able to vary the thickness of the layer, a vertically-movable gauge-plate C⁴ is provided, which is located outside of the front wall of the chamber and which fits flat and extends at its lower edge somewhat below the lower edge of the front wall, so that the lower margin of the plate constitutes the upper line or boundary of the spreading-slot. The plate C⁴ is vertically adjustable by means of two screw shafts C⁵ C⁵, located one at each end of the front wall of the chamber and rotatively mounted in brackets c, supported on the standards C³.

The saponified material after being spread upon the belt A in the manner desired is subjected to the influence of a drying agent, such as air in motion. The material is carried after being spread on the belt through a drying chamber D, which is located over the belt and fits closely thereto, so as to prevent the escape of any considerable volume of air between it and the belt. This drying chamber D is supplied with air from a fan blower D¹. The drying chamber D is made of a sufficient length to dry properly the material which is passed slowly through on the belt, the speed of the belt being proportioned to the length of the chamber and the amount of moisture to be removed from the material.

After the soap has been dried, it is divided into parts of cakes of convenient size for handling and use. A practical manner of dividing or separating the layer of soap into chips consists of a rotary cutter E, which is mounted in suitable bearings e, contained in pillow-blocks E¹ one at each side of the frame. The rotary cutter is provided with transverse cutting-blades by which the layer of soap as it passes under is divided into rectangular or other shaped pieces. The bearings e are free to rise

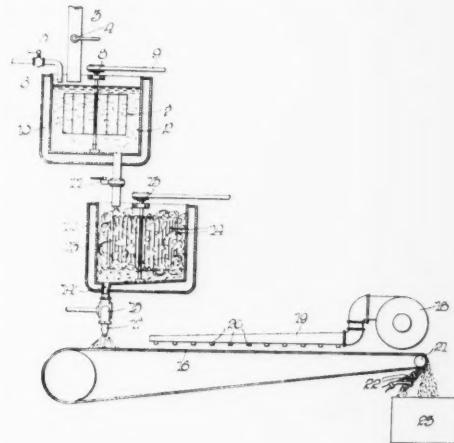
and fall in pillow-blocks E¹, and the weight of the roller is supported directly on the belt, so that the blades of the cutter, which need not be very sharp, have a free cutting action with respect to the layer on the belt.

The divided pieces of soap after being discharged from the belt A may be disposed of in any suitable manner, and if it is not required to submit it to a further drying process, the soap may be discharged from a chute F at the rear end of the machine and from thence to a suitable storage receptacle.

A Recent Flaking Process

A RECENT U. S. Patent No. 1,653,390, dated Dec. 20, 1927, discloses a method of flaking soap by spreading liquid soap in fine clouds upon a traveling apron, which results in the formation of a fine sheet of soap. This sheet of soap is then carried by the aprons through an evaporating zone, such as a hot or cold air blower directing currents against the apron, or such as a warm air oven or chamber housing a portion of the apron. The soap is thoroughly desiccated and is in a "frozen" or friable condition when reaching the end of the apron, so that it breaks up in fine flakes as the apron travels around the end roller.

By reducing the density of the liquid soap before feeding it through the sprayers onto the apron, the flakes will be light and porous, which of course permits greater solubility. This re-



sult is secured by first mixing the liquid soap, as it comes from the cooking vat, with a thinning fluid which reduces its consistency, so that it may be worked with greater facility when aerated by whipping or blowing air through, or other suitable process, so as to convert it into

(Continued on page 113)

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WORKS AND PLANTATIONS

Main Factory: Grasse, France

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CASTELLANE	BOUFARIK, ALGERIA	ST. DENIS, BOURBON IS.
PUBERCLAIRE	SOUSSE, TUNIS	SOERABAYA, E. I.
LA ROQUE-ESCLAPON	NYANZA, E. AFRICA	CAYENNE, FR. GUIANA
LE VIGNAL	BAMBARI, FR. CONGO	LANGSON, TONKIN
L'ABADIE, FRANCE	BAMBAO, COMORES IS.	CHUNG-KING, CHINA
VIGONE, ITALY	TAMATAVE, MADAGASCAR	TATSIENLU, CHINA
LES HESPERIDEES, REGGIO, CALABRIA, ITALY		

Old Names Usually Win in TRADE MARK DISPUTES

By WALDON FAWCETT



HEN is there danger of mix-ups of rival soap products? What are the risks of confusion between competitive soaps, that are dressed somewhat alike or bear somewhat similar names? How far are contenders for soap trade in duty bound to go to prevent casual, everyday consumers from mistaking their wares for the output of another house in the trade? Is the hazard of trade confusion negated when soaps are put to different uses, or sold to different classes of the public?

These and other similar questions have plagued soap branders a-plenty of late. As distribution is revolutionized through the new merchandising arrangements, it appears that all the most delicate questions of trade mark infringement and substitution of goods are pivoted upon the chances of muddling the memories of customers. Pages might be written on the theory of avoidance of trade confusion without positively indicating how the pitfalls may be avoided. But, where the generalities fail, a few concrete examples may illuminate the path. As luck has it, just such object lessons have lately been forthcoming in the soap industry.

In the first of these, the "Silk-Life" case, the riddles propounded had to do with elements that have been rare in brand conflicts. These factors involve considerations of parallel packaging and similarity of processes,—the latter on the assumption that identity in commodity uses may prove as serious as duplication of sound, appearance, and meaning in trade names. In short, this contest between the Lightfoot Schultz Company and Arthur B. Cosby put up to the Federal umpires the dual conundrums: When does carton copy invite soap-mark confusion? And can parallel processes beget the dreaded disorder in merchandizing?

TRouble started when Arthur B. Cosby of Chicago made application at the U. S. Patent Office to register the notation "Silk-lif"

as a trade mark for a compound used in the treatment of silk hosiery to prevent runs and fading. Objection to the granting of the desired franchise was promptly entered by the Lightfoot Schultz Company of Hoboken, N. J. Lightfoot Schultz Company had in full force and effect a registration covering the use of the term "Silk-Life" as a trade-mark for soaps for use on silk. The Hoboken concern protested that to allow the presence of an almost identical mark in close proximity to the older firm's field would work injury to the pioneer user of the name.

As is customary under such circumstances, this clash of interest was refereed first by the Federal official who has the self-explanatory title Examiner of Interferences. This official, after hearing the pros and the cons, did not seem inclined to take the alleged risks of actual damage through customer confusion as being very serious. He waved aside the objections made by Lightfoot Schultz and was ready to let Cosby have the coveted registration. But the complaint of the producer of "Silk-Life Soap" was not to be thus easily set aside. The Hoboken concern appealed, as was its privilege, to the higher-ups at the trade mark clearing house. It is the disposition of this appeal that provides what will doubtless stand as a precedent in the soap sphere.

To justify its prediction that confusion would certainly result if "Silk-lif" were allowed to enter the field of "Silk-Life," the Lightfoot Schultz Company made the point that the two compound words sound alike, look alike and are spelled practically alike. The very idea shared by the parallel marks was said to be indicative that the goods of both trade-marks are suitable for application to silk. Both trade marks, according to the interpretation put upon them by the soap manufacturer, suggest that the goods, when applied to silk will give it "life," that is protect it from deterioration and from fading, that they will

retain the silk in its original condition and prevent it from being injured.

These, argued the soap company, are the impressions that the trade-mark will create in the minds of the purchasing public and it matters not what the chemical characters of the products may be, nor does it matter what particular methods are employed in their use. It was urged that the circumstances that the one firm has referred to its goods as "soaps" while the other firm has designated its specialty as a "compound," does not serve to differentiate between the descriptive properties of the goods if they have or can have the same general uses. In that connection, the soap manufacturer searched history for official pronouncements which go to prove that all soap products are kin when it comes to allotment of brand rights.

THE first of the historic rulings, that went to make a foundation for the "Silk-Life" climax, was the *Omega* case in which it was held that a soap for use in skin diseases is of the same descriptive properties as a liniment for use in similar diseases. Then came the brush between Williams and the Kwik Company in which it was determined that a soap is of the same descriptive properties as a washing powder claimed not to be a soap. In that instance, "Kwik" was found to be a white paste adapted to be used with or without water for the hands, bath and household whereas "Trix," though proclaimed a powder and not a soap, was shown by the labels to be used for washing dishes and all general washing purposes.

Finally, those who were building a background for this "Silk-Life" ultimatum, harked back to the memorable case of Borgfeldt versus Roger & Gallet in which it was held that compounds, such as pastes and powders for beautifying and preserving the teeth, skin and hair, as well as perfumery, are of the same descriptive properties as soap. It was evident that the First Assistant Commissioner of Patents, when he heard the appeal of the "Silk-Life" case was swayed to a considerable extent by the principle that the soap family should take in all articles that have a similarity of use and may be assumed by laymen to have a common source. At the same time, the Federal umpire brought into the reckoning certain other factors that are even more interesting because so few members of the soap trade would have thought of them as vital.

For one thing, the arbiter analyzed the carton copy of the silk servers. He found that Crosby, trading as the Boulevard Sales Company, stated on the package that his compound was designed to prevent runs, set the color

and prolong the wearing qualities. For its part, the Lightfoot Schultz Company states that its Silk-Life Soap "preserves silk," "lengthens its life," "improves the lustre" and increases the service of silk stockings, gloves, underwear, blouses, laces, etc. Then the Commissioner had a look at the printed directions of the two products and that did as much as anything to clinch the conviction that they were sufficiently competitive to make danger of trade confusion.

IN his final opinion, the overlord at the Patent Office commented on the fact that the "Silk-lif" directions for using that compound are quite similar to those which would be followed in the use of "Silk-Life" soap. Both articles are to be first dissolved in water and subsequently, the articles of wearing apparel are to be placed in the solution although in the one case no rubbing is employed while in the case of the soap, some rubbing is advised to obtain a cleansing effect.

Uncle Sam's expert on the chances of trade confusion acknowledged that primarily the Lightfoot Schultz soap is used for cleansing while the specialty of the Boulevard Sales Company is used merely to add lustre and increase the life of the goods. But, he added that the soap is claimed to accomplish these same functions. He came to the conclusion that users of "Silk-Life" soap seeing the "Silk-lif" specialty in the same market, would be confused and would be likely to purchase the latter when intending to purchase the former.

Furthermore, the Federal arbiter said that even if no error was made as to the particular goods desired by a customer, the customer would be quite likely to think that both goods had the same origin. He surmised that the products of both parties would be likely to be called for by the name "Silk-Life" and, as the Commissioner expressed it, "a dealer would not know which goods were desired" and would be as likely to sell one article as the other. Notoriously is a situation of this kind complicated when goods under equivalent trade marks are sold in small packages, over the same centers to the same class of purchasers. Hence, the Commissioner had no difficulty in deciding that if both marks appeared in the same market "confusion of origin" would be inevitable. Accordingly, he reversed the action of his subordinate, the Examiner of Interferences, and denying to Crosby the right to register, held that the property right in "Silk-Life" rests with the soap company that was first to use it.

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THE same fundamental principle, so vital to the preservation of good will in the soap trade, which was triumphant in the "Silk-Life" case, has likewise been vindicated currently in a victory won by Lever Brothers Company. This episode, like the one above described, is the outgrowth of the disposition of marketers of related specialties to edge up on the province of the soap people. Lever Brothers Company of Cambridge, Mass., the owner of the well-known trade mark "Lux," was aroused to resistance when the Lux-Gro Laboratories of Detroit sought to register the term "Lux-Gro" as a trade mark for a preparation for the treatment of the hair and scalp.

In defense, the Detroit corporation set forth at Washington that it had derived its mark from the words "Luxuriant Growth" and that "Lux-Gro" was used solely for and on a hair tonic in liquid form. When he came to decide this contest on appeal, the highest authority at the Patent Office admitted that the case is not free from difficulty. He conceded that toilet soap and hair tonic clearly do not have the same specific descriptive properties and that no one desiring a hair tonic would be deceived into purchasing a cake of toilet soap.

It was the broader view of the situation that saved the day for "Lux." The Patent Commissioner, after musing as above, observed: "But under a more general grouping of the articles, they fall into the same general class and possess the same general properties." Both are toilet articles by this appraisal and both are used in the treatment of the scalp to promote the growth of the hair. Taking up the environmental angle, the Commission added: "They are found side by side in the salesroom and in the toilet: and, bearing, substantially the same trade mark, it is believed that they would be regarded as having the same origin or ownership."

FOR members of the soap trade perhaps the most impressive moral in this legal duel is to be found in the emphasis it places on the advantage enjoyed, in a close contest, by an old-established house that has energetically advertised its wares over a period of years. All persons who follow trade-mark progress must realize, if they will pause to think of it, that the benefit of any doubt is almost always given to the veteran or pioneer in a field, as against a newcomer. But the soap industry has never had such a demonstration as Lever Brothers have given of the bulge on name rights that comes to the concern that saw it first and encourages in the public mind a continuous association of the name with the prior adopter.

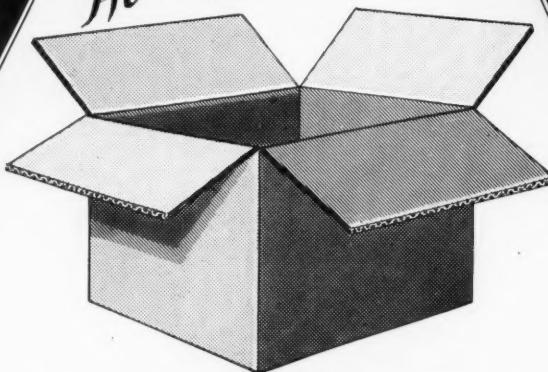
In disposing of the Lever versus "Lux-Gro" case, the Patent Commissioner took it into account that for more than twenty-five years Lever Brothers Company has continuously used "Lux" as the name of a compound adapted to be used for the hair and scalp and during the last ten years, has expended in advertising "Lux" a sum in excess of \$10,000,000, this promotion having resulted in sales in that period aggregating more than eight hundred million packages. On this showing, Lever Brothers set up the contention that—"Lux is more than an ordinary trade mark: it is the name by which the purchasing public has been educated at the expense of millions of dollars to call for Lever products." The Federal official took at face value this presumption of superior rights through age and powerful exploitation and ruled that "Lux-Gro" cannot approach the commodity zone of the original "Lux."

AS though two outstanding object lessons were not enough in one season, a third has come this spring to admonish soap circles that differences in the class of trade served will not forestall the risk of trade mark confusion. The Aladdin Product Company of Chicago, which uses the term "Joro" as a trade mark for a shampoo soap in cake form, may have heard of Annie M. Malone of St. Louis who uses the term "Poro" as a soap-mark. But the Chicago concern would not have suspected that the two lines could come into conflict because Aladdin sells its products to the white race via the usual drug store channels whereas Malone sells to colored people through agents.

That soapdom is a democracy was, however, the verdict at the Patent Office when "Joro" sought a place in the trade mark register. The top tribunal at the Patent Office took the position that all retail outlets look alike when it comes to chances of confusion. In cities having a considerable percentage of colored people, members of both races, said the Commissioner, purchase goods in the same stores, especially in the same drug stores. They would be liable to buy Alladin Soap thinking they were buying the Malone soap. Incidentally, the Commissioner dropped a hint to soap circles. He indicated that it makes a difference what sort of soap is risking trade confusion. The second comer, selecting a soap name, in the wake of a pioneer user of the same name-idea, must be extra careful of catering to a class of customers that do not consider selection carefully but are influenced by the sound of a name and make the purchase quickly and without much thought.

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Say you saw it in SOAP!

Back Through the Ages in SOAP MANUFACTURE

(PART II)

By F. Y. SPENCER



N the fifteenth century, the center of the soap manufacture was removed from Savona in Northern Italy to Marseilles in France. The early French manufacturers of soap far excelled their Italian contemporaries and put soap upon its first real footing as a commercial product. The wonderfully fertile lands of the Valley of the Rhone were already producing in abundance the flowers from which rare perfumes were being extracted. It was the French who first made use of perfume in soaps and to them may be attributed the development of toilet soaps. Spain was quick to follow in the footsteps of France as a producer of soap and it is to her that we owe the development of vegetable oil soaps.

Previous to Spain's entrance into the soap markets of the world, animal fats had formed the basis of soap manufacture. The olive though native to Italy as well as to Spain, did not originally contribute its oil to the Italian soap maker. The inventive genius of the soap makers of Castile substituted olive oil for animal fats and manufactured soap by a formula which is still in use. During the fifteenth century, Spain as a country began its first steps towards its development as a world power, and as a result any article of manufacture which was of Spanish origin was sought by other countries.

With the development of machinery for the manufacture of soap, Spain, a country of hand labor and small production, soon lost her prominence, France again gaining the ascendancy. By this time, the manufacture of soap had become fairly widespread as a commercial undertaking, although the larger percentage of it was still made by rather primitive methods within the homes.

In the time of Charles II of England, a soap makers' guild was formed in London in compete with the French soap makers who had practically monopolized the world market.

The period of high taxation which had followed the luxuriousness of the English court was also borne by the English soap manufacturers. A very high production tax was levied upon the soap makers of London and what should have been fostered as an essential industry, was crowded almost out of existence by exorbitant tax levies.

France, on the other hand, with not a little foresight, subsidized the French soap industry and brought it to a point of stability. The French soap industry at this time manufactured their soap chiefly from vegetable oils at Marseilles. The port of the Mediterranean had become the world's market for olive oil, which due to the low cost of extraction, was at that time the cheapest vegetable fat which could be obtained.

England and the German States were at this time undergoing reforms discountenancing anything but the very plainest modes of living. This applied to dress, daily habits, and even the foods and ordinary articles of commerce. It is hard to imagine one of the stiff-necked Puritans under the rule of Oliver Cromwell with his plain dress and serious mien purchasing anything worldly and effeminate as a cake of highly perfumed and colored toilet soap. The opposition held true in France, in some of the Italian States, and in the Southern part of Germany, where highly perfumed soaps were much in demand. Thus, it will be seen that internal strife and the change in the material habits of a country can effect even such a plebian article as soap.

It is not intended to draw any morals here, but it is most certain that methods of living have much to do with every country's industrial prosperity or the lack of it.

The First Bath Tub

To city people of the present generation, it is almost unconceivable that the first bath making use of running water was built considerably less than one hundred years ago. At that time, it incited considerable contro-

versy. There were many who believed it a thoroughly unsanitary arrangement which had no place in the household.

The first bath tub in the United States was installed in Cincinnati, December 20, 1842, by Adam Thompson in his own home. Mr. Thompson as the inventor of the first bath tub evidently had some eye to appearance as well as to utility. The tub was constructed from mahogany and lined with lead. It was first exhibited at a Christmas party and explained to a number of his guests who with the daring of pioneers condescended to use it. The news of Mr. Thompson's invention spread through the community and much space in one Cincinnati newspaper was devoted to a full description of this new means of bathing. The question arose whether or not this new invention would supplant the time-honored mode of bathing in the wooden wash tub when necessity absolutely demanded it. The masculine element at that time deprecated the bath tub as something effeminate. It received the same doubtful welcome as the wrist watch did a few years ago.

It is hard to imagine a heated and factional argument over a thing now so commonly used as a bath tub, but that was exactly the condition in 1842. Uncivilized as it now sounds, laws were enacted against the bath tub and became part and parcel of the statutes of several different states and cities. In 1843, the common council of the city of Philadelphia considered an ordinance prohibiting bathing between November first and March 15th and this ordinance failed of passage but by two votes. Yet the good people of Philadelphia, through their local governing body could not readily accept the idea of the bath tub, other cities and states followed in the foot-steps of the "City of Brotherly Love".

In the state of Virginia, bath tubs were classed as luxuries and a tax of \$30.00 per year was levied on all bath tubs or similar bath equipment that might be set up. In Hartford, Providence, Charleston and Wilmington, special and very heavy water rates were laid on persons who had bath tubs. In 1845, the city of Boston, made bathing unlawful except on medical advise. This ordinance was never rigidly enforced and was finally repealed in 1862.

Not until a man of prominence had put his stamp of approval upon the bath tub did it gain any headway. President Millard Fillmore, while on a stumping tour in 1850, visited Cincinnati and as a guest of the city, he was shown all of its points of interest and finally inspected the first bath tub, then a curiosity,

and used it. President Fillmore later installed a bath tub in the White House.

Development of Soap Materials

The ingredients entering into the manufacture of toilet soaps comprise a list so varied that it is hardly possible to go into detail regarding the preparation and uses of them all. Perhaps one of the most interesting of the common constituents of soap is coconut oil, from which cocoa soaps are made. This is derived from the dried meats of coconuts. Java, the Philippines, Ceylon, India and the Islands of the South Seas supply the greater portion of copra, this being the name by which coconut meats are commercially designated.

The preparation of copra is almost entirely in the hands of native laborers, from the setting out the young coconut palm trees until final shipment of the nuts. The coconut palm is cultivated more or less like a fruit tree, the trees being set out at regular intervals about fifty trees to the acre. The life of a coconut palm is upward of one hundred years under normal conditions, and the average production of nuts ranges from one hundred and fifty to two hundred a season.

The coconut crop is harvested about every forty-five days. The natives ascending the trees and severing the nuts with a short, heavy knife. The nut is still in the husk and the husking process is carried on by hand. In the Philippines, an average day's work in husking compounds or enclosures is about one thousand nuts per day. Many mechanical devices for removing the husks of coconuts have been invented, but it is not likely they will every supplant cheap native labor. After the nuts are husked, they are laid out upon the ground and split in halves. The milk of the coconut, rich in natural sugars, for which many commercial uses might be developed, is strangely allowed to go to waste as it turns rancid very quickly under the heat of tropical climates.

The next process in the preparation of copra for the market is that of drying it. This is accomplished by one of three means. The oldest of these is the slow drying of coconut meats in the sun. While sun dried copra is in some cases superior to that dried by the natives over wood fires, it requires a much longer time and for that reason has been largely abandoned. Drying over wood fires likewise has its disadvantages as it discolors the coconut meat or copra and results in a loss of much of the natural oil. Within recent years, mechanical driers have come greatly into use, these having the double advantage

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of thoroughly drying the coconut meats so that they gain a higher market price. The mechanical drying process retains 75% of the natural oils.

In some parts of the interior of several of the largest islands of the Philippines group the gathering of the harvest of coconuts is very picturesque and often preceded by a short religious ceremony in which wine made from coconut milk plays no unimportant part.

The extraction of coconut oil from copra is a rather interesting process. The copra is removed from the sacks in which it is shipped and stored in silos and after any foreign substance, which the natives put into the copra sacks to increase their weight, are removed, it passes into the mill where it is finally ground into meal. This meal is subject to a process which extracts a part of the oil and is then put under pressure of from five thousand to six thousand pounds in hydraulic presses. The oil thus obtained is later refined and clarified.

Palm Oil

Commercial palm oil which is used in the manufacture of soap is extracted from the fleshy covering of the nuts or fruit of a species of palm tree known as the *Elaeis Guineensis*, which grows in immense forests upon the west coast of Africa in what was formerly known as the German Kamerun, and what is now a French Mandatory possession.

The palm tree which is the source of palm oil has never been cultivated. It begins bearing in the fourth to the fifth year. The fruit which contains a nut or kernel in about the same size as that of a large plum and grows in clusters or bunches. A tree will produce from four to seven of these fruit clusters each year from which are later extracted from one to three gallons of palm oil.

There are two well known varieties of this oil, called hard oil and soft oil. The difference is due to the method of oil extraction. The first or hard oil process is to pile a large quantity of palm nuts enveloped in their fleshy outer coating into a hole in the ground where they are allowed to ferment. Soft oil is extracted from the pulp of the fruit while it is still fresh. It is only in these preliminary measures that the two processes differ. In either case the nuts are boiled and beaten with sticks as they repose in stone troughs. They are later covered with large plantain leaves and allowed to remain for twelve hours when the oil is drained off. The soft oil is better as it has a better color, odor and consistency due to its not being fermented in its original preparation.

There are three varieties of fruits or nuts

from which palm oil is extracted. These vary in color and are red, orange and dark brown. Fresh palm oil is of the consistency of butter, has a violet like odor and a sweetish taste. The hard palm is usually darker in color and frequently has a rancid smell.

Many of the immense forests which produce the nuts from which palm oil is made are inland, and either the nuts or the oil or both are transported down the rivers to ports of shipment. The port of Lagos exports the finest grade of palm oil. Formerly this was shipped to Hamburg, which at one time controlled the market. In later years, Liverpool has been the world center for palm oil, as this commodity is now largely under British control. In recent years, palm oil has been more widely used as a raw material for soap making through development of the export trade by British interests. Its price nearly parallels that of tallow and as a general rule is usually somewhat cheaper. It has the advantage of offering those who require it, a vegetable instead of an animal fat.

Peru Increases Soap Duties

A number of increases in import duties on soap have been made recently by the Peruvian government, according to a Department of Commerce report. Detailed increases are as follows (in soles per gross kilo):—

Medicinal soaps of all kinds, from 1.50 to 2.50; common laundry soap in bars or cakes, without wrappers or boxes, from 0.20 to 0.25; other common soap in bars, cakes, flakes, and powders, containing mineral substance or not, for cleaning vessels or other purposes, including wrappers of cardboard or paper, from 0.35 to 0.70; ordinary scented soaps, unwrapped, in bulk, or in boxes of one dozen or more, including powdered and shaving soaps, from 0.75 to 1.50; and pastes, ointments, powders, and liquids for cleaning metals, from 0.40 to 0.80. The duty on scented toilet soaps, formerly dutiable with other toilet preparations at \$1.50 sol per gross kilo, has been increased to 2.50 soles per gross kilo as a separate item.

The surtaxes on all the above mentioned goods are as follows:—At Paita, Pisco, Talara and Chimbote, 22 percent of the duty; at Callao, 21 percent; and at all other Peruvian ports, 20 percent. There is also a general surtax of 2 percent of the duty in addition to the above.

The following firms were among the exhibitors at the recent British Industries Fair: Graesser-Monsanto Chemical Works, Ltd.; Palmolive Co., Ltd.; Essentiflour Products, Ltd.; W. J. Bush & Co., Ltd.

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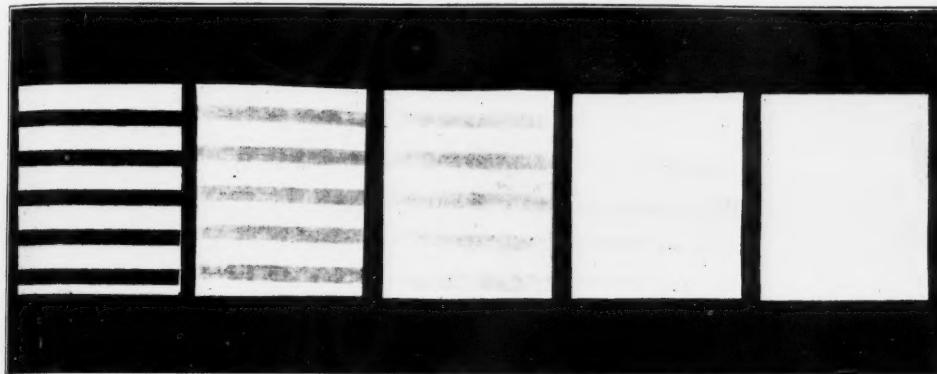
* Trade Mark Reg. U. S. Pat. Off.

Say you saw it in SOAP!

A Report on Soap Detergency

A. O. C. S. Detergents Sub-Committee Reports

By L. T. HOWELLS, *Chairman*



Progressive Washing Results in Standard Detergency Test

HE report on the work accomplished by the Detergents Committee in 1926 (L. F. Hoyt, *Journ. Oil & Fat Ind.* Jan. & Feb. 1927) clearly indicated that the washing device and methods used in soiling and evaluating results were unsatisfactory. However, the work was essential because the difficulties encountered in desizing, soiling, washing and comparing results could not otherwise be realized in view of the many complexities involved. It was evident from the results that a uniform standard soil applied at one source would eliminate many of the difficulties and a change in the principle of the laboratory machine and method of evaluating results was necessary in order to justify further work in solving the problem before the committee.

In the preliminary report of the work accomplished by the committee in 1927 (Guernsey & Howells, *Journ. Oil & Fat Ind.* Nov. 1927) the idea of using a standard soiled cloth which would take care of both soiling and evaluating problems was advanced. A quantity of cloth was uniformly soiled by printing a design upon the fabric, using a printing paste composed of gum tragacanth, starch, mineral oil, tallow and lamp black. The number of washes necessary to remove all traces of the soil (contrast with the original unsoiled areas) was proposed as an index of detergency. Practical washing tests in standard laundry machines proved satisfactory and it became evident that a laboratory machine approaching the efficiency of a standard laundry machine was essential if tests were to yield useful results.

Detergents Committee—1928

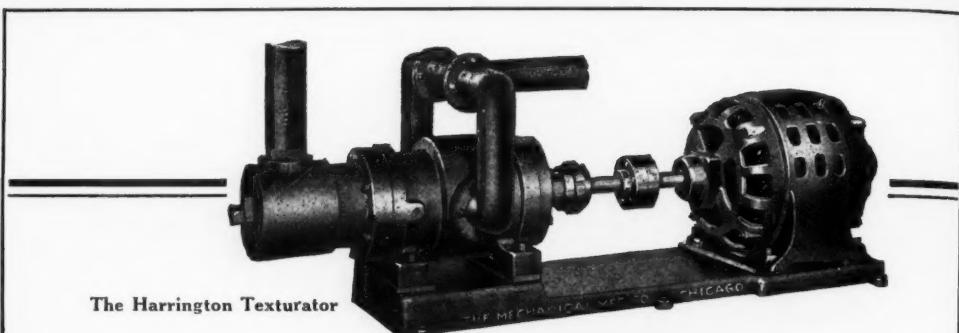
P. H. Walker, Bureau of Standards.
 A. K. Church, Lever Bros.
 J. G. Vail, Philadelphia Quartz Co.
 H. C. Bennett, Los Angeles Soap Co.
 F. W. Smither, Bureau of Standards.
 W. D. Appel, Bureau of Standards.
 W. C. Preston, Procter & Gamble Co.
 W. H. Burkhardt, Gold Dust Corp.
 E. B. Millard, Mass. Inst. of Technology.
 L. F. Hoyt, Larkin Co., Inc.
 M. L. Sheely, Armour Soap Works.
 F. H. Rhodes, Cornell University.
 C. J. Post, National Oil Products Co.
 H. S. Mitchell, Swift & Co.
 Foster D. Snell, Pratt Institute.
 L. T. Howells, *Chairman*.

In the early part of 1928, two machines were proposed and a meeting was called at the Bureau of Standards, April 14th, for the purpose of discussing the proposed cloth, the most suitable machine and tests to be conducted.

The following is a report on the meeting:

Soiled Cloth: It was agreed that the last traces of soil are hardest to remove and that the number of washes required to completely remove the soil is an index of detergency worthy of trial. The following points were cited in favor of the proposed cloth:

1. Mechanically soiled. (Preferably at one source). Personal equation is largely eliminated.
2. Can be applied on any kind of material.
3. Affords a simple means of measuring detergency. Delicate instruments not required.



The Harrington Texturator

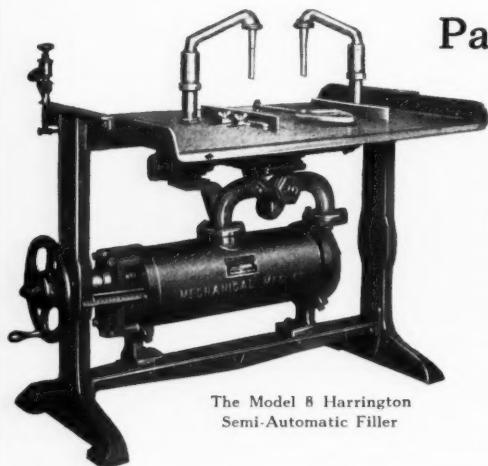
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a perfectly homogeneous, uniformly smooth and creamy material of unequalled texture and color. The microscopic air bubbles in the product are broken up into still smaller bubbles and distributed uniformly through the mass, lightening the color of your finished product to a remarkable degree.

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Say you saw it in SOAP!

4. Soil can be any specific dirt or mixture.
 5. The cloth has practical possibilities. To what extent aging will affect the soil is one of the problems to be studied after the method has been tested. Samples of washed cloth were exhibited. Mr. Appel furnished samples washed in the proposed machine and the chairman showed samples washed in a commercial laundry.

It was decided that in testing the method the experiments should be confined to one soil, such as lamp black, instead of complicating matters by adding kaolin, umber, rouge or other proposed soils. The only change to be made at present in the soiling mixture is the substitution of colorless Nujol for the A.O.C.S. mineral oil. The lamp black is to be No. 14, manufactured by Seaver & Company of Boston, a supply of which will be purchased by the chairman.

The composition of soil after drying will be:

Wheat Starch	56.82
Gum Tragacanth	3.41
Tallow (A.O.C.S.)	11.36
Nujol Oil	11.36
Lamp black	17.04

99.99

For testing the method, the chairman will furnish two yards of the soiled cloth for each member.

Machine: It was agreed that last year's machine was unsuitable for this work. A small machine resembling a commercial wheel was exhibited by the chairman.

The merits of Mr. Appel's machine were very readily noted. It consists essentially of a battery of 20 pint jars revolving at a definite speed in a water bath which is kept at constant temperature. In each jar 15 rubber balls (d-3.2) are placed with a piece of standard soiled cloth three inches square in 100 cc. of solution. The speed of the jars should be in the neighborhood of 52 R.P.M. to insure greatest action.

Mr. Appel gave a talk on what he had accomplished in washing tests and gave the members present a photograph and blue print of the machine and a photograph showing the results of washing the cloth with cubes and balls. The tests proved that the balls were more effective.

The Research Committee of the American Association Textile Chemists and Colorists are planning to have several of these machines made. If the Detergents Committee have machines made up jointly with them the price will undoubtedly be much lower. The machines are not to be equipped with a driving mechanism or motor by the manufacturer. It will be up to the individuals to adjust the machines to

the specified R.P.M. All members at the meeting signified that they would purchase one of these machines, providing the price was not unreasonable. The rubber balls will be furnished by Dr. Walker.

Tests: The following represents the approximate conditions under which the method is to be tested:

1. The soap will be furnished by the Chairman. It will have a titre of about 38 degrees. The percentage is not to be calculated on a bone-dry basis. The strength of the solution is to be .2% soap (soap as received taken as 100%).

2. The cloth samples are to be three inches square and cut in the same manner as a sample which will accompany the cloth.

3. A twenty-minute suds followed by two five-minute rinses (all at 160° F.) will constitute one wash. Distilled water is to be used throughout and all solutions are to be heated to temperature before use. The volume of solution in all cases will be 100 cc.

4. In each jar 15 balls are to be placed together with the cloth and 100 cc. of solution.

5. In conducting the test a piece of the cloth is placed in each of 10 jars. At the end of each wash one of the pieces is removed. After drying and ironing the samples are to be mounted on black cardboard. The number of washings corresponding to the piece which no longer shows any visible trace of the soil is to be recorded as the index of detersity.

6. A duplicate test will be independently run within three days. To check up on aging, it is very important that the date of both runs be recorded.

The above procedure under uniform conditions will undoubtedly test this proposed method and if found favorable a more elaborate and practical set of experiments will follow.

Following this meeting W. D. Appel provided the members with a blue-print of the proposed machine and we are quoting below his specifications:

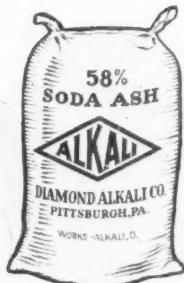
"The standard washing machine shall consist of a shaft which can be rotated at a constant speed of 42-3 R.P.M. Firmly attached to the shaft and rotating with it are one-pint glass topped Atlas E-Z Seal preserve jars in which the sample and wash solution are placed. The jars are 6 inches in height, 3 1/4 inches in diameter, and have a capacity of 1.2 pints. They are arranged radially about the shaft, the base of the jar being 2 inches from the center of the shaft. Provision shall be made for maintaining the temperature of the wash solution to within 2° F. of that specified for a given test."

The work in testing the method was held up
 (Continued on page 81)



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"Bath" Soap Held Deceptive

Hoosier Manufacturing Co., Indianapolis, has been ordered by the Federal Trade Commission to refrain from describing as "bath" or "toilet" soap any product which is injurious to the human skin. The respondent was advertising as "toilet" soap a product which contained 19 3/4% of sodium silicate and 14% free alkali as sodium hydroxide, these being present in sufficient amount to cause injury to the human skin, according to the order. The Commission held that the respondent's use of the words "toilet" and "bath" and the sale of the soap for these purposes, were deceptive, and capable of misleading and deceiving the buying public. The Hoosier company was also enjoined from using the word "lemon" in describing one of its products which contained no lemon, but nevertheless was described as "Nature's Lemon-Cocoa Soap."

P. & G. Building Additions

Procter & Gamble Co. plans extensive expansion of its plants at Port Ivory, S. I., New York, and Hamilton, Ont., according to a recent report. About \$1,400,000 will be spent over a period of years to effect the necessary increase in manufacturing facilities, paralleling a growth in the P. & G. business. A new \$100,000 building will be built at Port Ivory, to be equipped with \$300,000 worth of machinery. At Hamilton, a \$150,000 building will be built, and machinery worth \$450,000 will be installed.

Oil Trades Hold Outing

Members of Oil Trades Association of New York and their guests attended the annual outing of the association which was held at Briarcliff, Thursday, June 13, 1929. The golfers put in a full day at their favorite pastime, while tennis, baseball and other contests were provided for the non-golfers. Luncheon was served at noon, and a dinner in the evening. Busses took the members and guests to and from the scene of activities. In our next issue the prize winners in the various events will be announced.

Benj. French, Inc., essentials oils and aromatic chemicals, New York, announce the appointment of A. S. La Zoris as Chicago representative. Headquarters will be at 208 North Wabash Ave., Chicago.

New Tariff Bill Wins in House

Oil and fat schedules, as contained in the original tariff bill, as reported in the May issue of SOAP remained unchanged in the bill as it passed the House of Representatives on May 28. The vote in favor of the bill was 264 to 147. Although over 100 amendments were contained in the final measure none affected the oil and fat schedules. Flaxseed duties, however, were raised 6c to 63c a bushel, with linseed oil unchanged.

The Bureau of Raw Materials for American Vegetable Oils and Fat Industries, however, is now urging all interested parties to lose no time in bringing pressure to bear on the Senate. In discussing this phase of the question a communication from John B. Gordon, the Bureau's Washington representative, states that "Our opposition, however, is anything but satisfied and is freely predicting that they will induce the Senate to hold all oils and fats dutiable at 45 per cent ad valorem, and thus overturn the work of the House of Representatives. The opposition is bringing to bear every weapon which it can find at hand. Part of their activity consists in inducing the state legislatures to pass resolutions to be sent to their Senators, asking that the tariff programme of the National Milk Producers on oils and fats be adopted. This programme embodies a request for a tariff of 45 per cent ad valorem on every pound of oil or fat entering the United States, no matter of what description or use to which put.

"It mentions nothing but oils and fats, so it is obvious that, having secured about everything they want in the House of Representatives, the opposition is now ready to concentrate on oils and fats and copra. There is a very grave danger that a considerable number of Senators will be influenced by propaganda of this kind which they will be told is in the interest of the farmers, but which in reality is in the interest of self-seeking manufacturers.

"All who receive this letter are, therefore, requested to write at once to their two United States Senators, urging them to make no increase in the rates of duty on oils and fats and oil seeds as embodied in the tariff bill as passed by the House of Representatives on May 28. Tell your two Senators that you are opposed to any increase in the rates of duty on oils and fats and oil seeds as incorporated in H. R. 2667, and that you hope they will do all in their power to prevent increases in the tariffs on oils and fats from being voted into the tariff bill."

van AMERINGEN, inc.

*Essential Oils, Synthetic Chemicals,
Natural and Synthetic Flower Oils*

30 IRVING PLACE, NEW YORK
180 N. WACKER DRIVE, CHICAGO

Manufacturing Laboratory
451 S. JEFFERSON STREET
ORANGE, N. J.



*Perfume Oils
from \$1.00
per lb. up.
for Soaps,
Insecticides,
Cleansers,
Para Di Chlor,
Soap Powders
and related
products.*

LOWER sales resistance by
masking every unpleasant
odor. That's modern business clever-
ness, and one has to be clever to out-
strip to-day's competition.

*If you know how to overcome unpleasant
odors in your product, consult us for samples
and prices.*

*If you don't know how, consult us for advice.
We'll show you how, if it can be done. No
charge.*

Say you saw it in SOAP!

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P. & G. Rate Cases

In reconsideration of the complaint brought by Procter & Gamble Co. that the carload rates on rosin from points in southeastern states to Hamilton, Ont., permitting storing and grading at Latonia, Ky., but not at Ivorydale, Ohio, are unreasonable and unduly prejudicial, Interstate Commerce Commission has decided against Procter & Gamble. The Commission held that the failure to provide transit arrangements on rosin at Ivorydale was not in violation of the long-and-short haul clause of the Interstate Commerce Act.

Baltimore and Ohio and other railroads have applied for a rehearing in the Interstate Commerce Commission proceeding on complaint of Procter & Gamble Co., in which an order was entered April 5, requiring a reduction in the rate on silica sand from Ottawa, Ill., to Cincinnati, from \$2.90 per ton to \$2.52 on washed or processed, and \$2.10 on crude silica sand. The railroads face a \$500,000 loss in revenue if the decision is sustained and applied to pending cases.

Toilet soap in the form of artificial fruit, or modeled into wax-covered figures, is dutiable at 30 per cent as toilet soap, according to recent court decisions. Products of J. W. Levy Corp., New York, held dutiable as artificial fruit at 60 per cent ad valorem by customs officials, were considered dutiable at 30 per cent as toilet soap under paragraph 82 of the tariff act of 1922, by Justice McClelland. Products of D. Lisner & Co., classified previously as toys, dutiable at 70 per cent, were also reduced to 30 per cent under the same paragraph, the opinion in this case being rendered by Justice Sullivan.

Tooth paste, toilet soap, mouth washes, wash kits and other similar products can be marketed through automatic vending machines placed in such places as drug stores, department stores, garages, etc., according to a survey made by Harry W. Alexander, Consolidated Automatic Merchandising Corp., New York. Mr. Alexander points out that there are more than a million of these possible outlets through which more goods can be dispensed.

A soap claimed to work equally well with or without water has recently been patented by Oscar H. Carlson, of Galveston, Tex. He claims that it can be used to remove stains or grease besides being used as a toilet soap.

Essential Oil Firms Merge

VanAmeringen, Inc., and Morana, Inc., New York, both importers and manufacturers of perfuming materials, have merged to form VanAmeringen-Haebler, Inc. Within the next few weeks the offices will be consolidated at a new location, which will soon be definitely chosen, and the VanAmeringen laboratory, at Orange, N. J., will be moved to the Morana plant at Elizabeth.

A. L. VanAmeringen, formerly head of VanAmeringen, Inc., has been elected president and general manager of the new company. Dr. William T. Haebler, who has been interested in Morana, Inc., for some time past, is treasurer. Other officers are Sydney Friend, secretary, and Carl Schaezter, Arthur Fortune, Frank Croen and Walter Seltmann, vice presidents. Messrs. Friend and Seltmann were



A. L. VAN AMERINGEN

associated with VanAmeringen, Inc., and Messrs. Schaezter, Fortune and Croen were formerly with Morana. Members of the board of directors, in addition to Messrs. Van Ameringen, Haebler, Schaezter, Croen and Seltmann, are August Merz, president of Heller & Merz; Theodore Haebler, head of the Ebling Co.; J. Condon, Jr., Rogers & Whitaker; Frank J. Lynch, Sun Tube Corp.; Henry Pfaltz, founder and former president of Pfaltz & Bauer; and Perlle P. Fallon.

This consolidation unites one of the oldest and one of the fastest growing and most progressive houses in the essential oil and aromatic chemical business. While the sales and manufacturing organizations of both companies will be operated strictly as a unit, by VanAmeringen-Haebler, customers of both Morana and VanAmeringen, Inc., will be able to secure the same specialties under the old labels, as in the past. The new company will also continue to represent the various foreign houses whose accounts Morana has handled in this country. These companies include Bruno Court, S. A., Grasse, France, natural flower products; Haarmann & Reimer, Holzminden, Germany, synthetics, and Christo Christoff, Kazanlik, Bulgaria, otto of rose.

Further details of the consolidation, such as information about department heads, branch office personnel, new New York headquarters, etc., will be available next month.



BASIC PROCESSES

ONLY the best grades of copra are used in Kellogg coconut oils. Experts having selected it, every care is taken to preserve its natural superiority.

When delivered at the Kellogg crushing plant in Manila it is kept in large, airy storerooms, where scientific ventilation and sanitation prevent its decay. Otherwise it would afterward need powerful chemical processes for correction.

The oil is carefully expressed in expellers at a low temperature, so that a light-colored, sweet tasting oil of low acid value is obtained. After very careful double filtration, this oil is stored in hermetically closed storage tanks at the Kellogg Plant at Manila awaiting shipment.

This is the product sold, without further treatment, as Kellogg's Manila Raw Coconut Oil. From it, through further processes, are made all other grades of Kellogg Coconut Oil.

SPENCER KELLOGG and SONS SALES CORP'N

General Offices
BUFFALO, N. Y.

Crushing Plant
MANILA, P. I.

SALES OFFICES IN ALL PRINCIPAL CITIES

New York Offices
GRAYBAR BUILDING

Refinery
EDGEWATER, N. J.

Warehouse Stocks

Albany	Cincinnati	Detroit	New York City
Baltimore	Chicago	Kansas City	Philadelphia
Boston	Cleveland	Milwaukee	

(Tank Wagon Service in Greater New York)



KELLOGG'S COCONUT OILS

MANILA RAW

CRYSTALITE

SILVER SEAL

COCHIN

EDIBLE

HYDROGENATED

Find Rosin Badly Misgraded

Evidence that unreliable methods have been used in the grading of rosin has recently been obtained by Food, Drug and Insecticide Administration which is charged with the enforcement of the naval stores act. Instead of using the prescribed method of spiking and cutting a sample from each barrel, the rosin in some cases has been graded by taking "charges" or samples from vats while the rosin was in a molten condition, and testing these samples after quick cooling. Such tests resulted in high grades for the rosin so tested, since rosin in small quantities, cooling quickly, retains a lighter color than the rest of the rosin which is allowed to cool in the barrel. The result has been that many barrels of rosin have been graded as WW, when the rosin in the barrel was really of a WG or even a darker grade. As a result of this information the Food, Drug and Insecticide Administration has made the spiking method of testing mandatory in all cases, and has ruled that the sale of any misgraded rosin after May 1 is a violation of the Naval Stores Act.

The Chicago Drug and Chemical Association's committees for 1929 have been announced by O. N. Davis, president, as follows: Entertainment: W. B. Erb, of Kimble Glass Co., Chairman; O. M. Krems, of Krems & Co., and E. P. Gibney, of The Bayer Co., Inc.; Finance: W. W. Baldwin, of The Baldwin Perfumery Co., Chairman; M. A. Wallace, of Eli Lilly & Co., and W. H. Clough, of Peter Van Shaak & Sons; Golf: A. C. Drury; of A. C. Drury & Co., Inc., Chairman; Dudley Lum, of Givaudan-Delawanna, Inc., and H. E. Lancaster, of Marshall Field & Co.; Membership: R. A. Whidden, of Bauer & Black, Chairman; H. G. Billmire, of Humiston, Keeling & Co., and O. H. Raschke, of Victor Chemical Works. The first Golf Tournament of the year will probably take place late in June.

J. S. Boulden, of Andrew Jergens Co., Cincinnati, sailed for Europe on the steamship, *Samaria*, on May 25. Mrs. Boulden accompanied him on a three months' pleasure trip through England, Scotland, France and Germany. Earlier in the month Andrew Jergens, president of the same company, sailed for Europe on the S. S. *He de France*, accompanied by his wife.

W. L. Filmer, formerly with Monsanto Chemical Works, in Chicago, has become associated with Walter H. Jelly & Co., Chicago.

P. & G. Takes Over Duz Co.

Procter & Gamble Co., Cincinnati, have acquired the business of the Duz Co., New York, makers of "Duz" washing powder. The company has also been engaged in marketing a general line of laundry soaps, cleansers, soap flakes, etc., to laundries and other bulk soap buyers. Announcement regarding the disposition of the Duz plant, in New Jersey, will be made later. The Duz Co. was organized about eight years ago, the original owners having been bought out in 1925 by the interests who sold to Procter & Gamble. Since that time A. L. Woodworth has been general manager.

Increase Peruvian Soap Duties

The following changes in import duties on soaps in Peru became effective March 30, 1929. Common laundry soap in bars or cakes, without wrappers or boxes from 20 centavos to 25 centavos. Other common soap in bars, cakes, flakes, and powders, containing mineral substance or not, for cleaning vessels or other purposes, including wrappers of cardboard or paper, from 35 centavos to 70 centavos. Ordinary scented soaps unwrapped, in bulk or in boxes of one dozen or more, including powdered and shaving soaps, from 75 centavos to 150 centavos. 1 Centavo equals \$0.00397 cents.

The Chicago Perfumery, Soap and Extract Association will hold its Annual Stag Picnic on Wednesday, June 19th, at The White House, Irving Park Boulevard and the River Road. H. E. Lancaster, who has charge of the arrangements, has provided many opportunities for pleasant recreation. As this affair will mark the end of the Association's assemblies until Autumn, a large attendance is expected. At the luncheon meeting on June 5th, the members listened to a talk by Leon A. Marks, of the National Salesmen's Training Association, and welcomed the return of A. G. Schneider, president, who suffered an illness late in May.

Frank Miller Co., Camden, N. J., manufacturers of chemical specialties for the automobile, saddlery and household trades, will soon be merged with R. M. Hollingshead Co., Camden, of which concern they are a subsidiary.

H. J. Halverson, of James S. Kirk & Co., announces the arrival, May 13, of a nine pound boy, who will hereafter be known as John Henry Halverson.



SAPOFIXIN

We invite you to try our Sapofixins
in your Soaps as reinforcers.

Sapofixin Eau de Cologne
Sapofixin Hyacinth
Sapofixin Lavender
Sapofixin Lilac
Sapofixin Lily of the Valley
Sapofixin Orange
Sapofixin Pine
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Sole Distributors for HEINE & Co., A. G., Leipzig
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PERSONAL and IMPERSONAL

John LaHoud, one of the officers of the Maria LaHoud soap works, Caracas, Venezuela, arrived in this country on May 29 for a stay of from two to three months. He is making his headquarters at the Hotel Pennsylvania, while in New York. The LaHouds have been in the soap business for almost 20 years, having specialized in the manufacture of cold made soaps up until four years ago. At that time, however, extensive additions to the factory were made and new and modern soap machinery for the manufacture of a complete line of boiled toilet soaps was installed. At the present time, the company is specializing in the manufacture of toilet soaps, having several different varieties on the market, but is planning to enter the laundry soap business in the very near future.

Merlin Products Corp., Brooklyn, manufacturers of *Merlin*, a household cleaner, have taken over "Main Street Sketches," formerly conducted over the radio by L. Bamberger & Co., Newark, N. J., department store. The entertainment, which is still being presented over station WOR, but which has been switched to the Columbia Broadcasting System, is now known as "Merlin Main Street Sketches."

Kak Soap & Chemical Co., 28 E. 22nd street, New York, have changed their name to Casco Laboratories. The firm was organized about two months ago and has been mainly occupied, up to this time, with the merchandising of Casco shampoo, a castile-coconut product. L. B. Kauffman is president of the company.

Dr. Strasska's Tooth paste is now being nationally advertised by the use of radio broadcasting programs.

G. Gerson, who was erroneously reported to have been employed by Colgate & Co., in a recent issue of *SOAP*, before taking a position with Lever Bros. Co. on April 5, was in reality employed by J. T. Robertson Co., Syracuse, before joining Lever Bros.

Gold Dust Corp., New York, announces the election of Randolph Catlin as president, succeeding George K. Morrow, who becomes chairman of the board. F. K. Morrow has been elected a vice-president and H. S. Sturgis is now a director.

Campbell Bros., Ltd., Brown Hills, Brisbane, Australia, recently installed a glycerin refining plant in connection with its soap and chemical plant, to turn out four grades of glycerin, crude, commercial distillate, dynamite and B. P. The annual output will be greater than the present yearly consumption of Queensland, making it certain that some of the material will have to be exported.

The Provon Co., Birmingham, Alabama, manufacturers of cleaning compounds and industrial chemicals, has opened a division sales office in the Planters Building, St. Louis, with P. B. Waldin in charge as Division Manager. The same company has also established a Division Sales office in Dallas, Texas, with F. M. Dancy in charge.

Pacific Wholesale Drug Co., Portland, Ore., branch of McKesson & Robbins wholesale drug chain, is remodeling a large seven-story warehouse, in Portland, to serve as a distributing center for the chain. About \$100,000 will be spent in repairs on this building, which measures 100 x 100. When completed, a staff of about 150 people will be retained to look after stock stored there, valued at about \$1,000,000.

Raymond Beals, formerly superintendent and soap maker for the Teele Soap Manufacturing Co., Cambridge, Mass., is now connected with Linder & Co., 88 Broad Street, Boston, manufacturers and distributors of textile soaps and oils.

William B. Watkins, sales manager for J. R. Watkins Co., Winona, Minn., recently announced that the facilities of the Newark, N. J., plant of the Watkins Co. are being enlarged, to accommodate an increase in the export business of the company.

OF COURSE

The Best is the Cheapest

WHEN buying essential oils and aromatic chemicals for perfuming soaps, it is wise to look at quality as well as price. Our many years of experience have taught us what, how, and where to buy, so that we are in a position to offer our customers the finest merchandise available.

*We Solicit
Your Quotations*

Sole Representative of

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Sole Selling Agent for

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

**NORD AFRICAN
COMMERCIAL**
Alger, Africa
Oil Geranium

H. RAAB & CO.
Roermond, Holland
Artificial Musks

PAOLO VILARDI
Reggio Calabria, Italy
Messina Essences



Member

Say you saw it in SOAP!

The decision of the examiner of interferences sustaining the opposition of Enoch Morgan's Sons Co., New York, to the registration by James F. C. Menlove, San Francisco, of the trade mark "Soponite" for soaps and cleansers, has been affirmed by M. J. Moore, Assistant Commissioner of Patents. Enoch Morgan's Sons Co. hold the trademark "Sapolio" for goods of like character, registered February 13, 1906.

And-How Products Corp., Kings, N. Y., was recently formed to deal in cleansing compounds. William H. Wilson, Stewart McDonald, Joseph M. Brush and Messrs. Barry, Wainwright, Thaeher and Symmers, all of New York, were the incorporators.

William H. Holt, of Colgate-Palmolive-Peet Co., Jersey City, has applied for membership in New York Produce Exchange.

Notice has been given in *The London Gazette* that the names of the undermentioned companies have been struck off the register and the companies dissolved: Disinfectants & General Products, Ltd.; Sapon Soaps, Ltd.; New Detergents, Ltd.; Disinseeto, Ltd., and Oowana Soap Co., Ltd.

Lambert Co. has filed notice with the Delaware secretary of state that an increase in authorized stock from 1,000,000 shares to 2,500,000 shares is contemplated.

Hahn Department Stores, Inc., held an advance inspection of their new buying offices on May 31. A buffet luncheon was served. The new offices are located at 1440 Broadway.

L. Givaudan & Cie., Geneva, recently purchased the perfume materials division of Societe Progil, Lyon, France. The latter company has been making artificial musks and violets, citronellol, rhodinol, geraniol and eugenol only since 1922, although it was established in 1871. The American business will be handled through Givaudan-Delawanna, Inc., New York, American representatives of Givaudan & Cie.

Roessler & Hasslacher Chemical Co. held its annual outing on May 25, at Glen Cove, Long Island, about 200 guests attending. A ball game and a show were provided as entertainment. Milton Kutz, vice-president and manager of sales, presented platinum watches to various employees who have been with R. & H. for 25 years or more.

Albert Verley, Inc., Chicago, and Etablissements Albert Verley, Ile St. Denis, France, recently announced the appointment of Wallace A. Bush Co., New York, as sales agents in Eastern United States. Wallace A. Bush, head of the New York firm, has been a well-known figure in this field for some time past. David A. Bennett is head of the Chicago firm.

R. G. Callmeyer, vice-president of Wangler-Budd Co., essential oils and aromatics, New York, and connected with the industry for over thirty years, has resigned his position, and will take an extended rest. Before being connected with Wangler-Budd, Mr. Callmeyer was with Antoine Chiris Co., for twenty years.

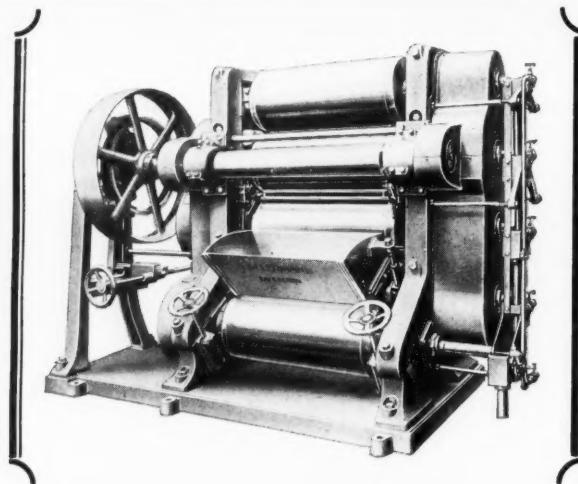
H. Schlosstein, president of Acme Oil Corp., Chicago, died on May 16, after an illness of about two weeks. Mr. Schlosstein was well-known as a dealer in vegetable oils, and acquired considerable prominence in the introduction of bentonite as an emulsifier in the manufacture of soap.

J. H. Carpenter, formerly sales manager of Tar Products Refining Corp., New York, sales agents for the tar products of Graesser-Monsanto in United States, has become associated with American Tar Products Co. sales department, with headquarters in Pittsburgh.

Nelson S. Greensfelder, advertising manager of Hercules Powder Co., was one of the principal speakers at the conference on advertising and selling held in Washington, May 10, by Department of Commerce.

The building of the Kendall Manufacturing Co., Providence, R. I. is being torn down to make way for city improvements. The property is in the downtown section of Providence and has become too valuable a location for a detergent plant. It has been occupied by the firm for over a hundred years. The company manufactures *Gliss* and *Soapine*, well-known detergents. These are now being manufactured in Syracuse, N. Y., although the office of the company remains in Providence.

Bon-Ami Co. surpassed all of its previous records when it earned \$334,914 during the first quarter of 1929, equivalent to \$1.55 a share on the 100,000 common A shares, and 90c a share on the common B shares, after all deductions for taxes and depreciation. The earnings for the first quarter of 1928 were \$296,131, or \$1.35 a share on the A shares, and 80c a share on the B shares.



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TOILET SOAP

or transparent diamond shaped high gloss

SOAP FLAKES

the No. 312 MRS Five Roller Toilet Soap Mill

with 16" x 40" Chilled Iron Rolls all watercooled and equipped with self-aligning roller bearings which are guaranteed grease and dust proof and most economical in power consumption.

The "LEHMANN" Line of Soap Mills in various sizes up to 22" dia. and 48" length of rolls and designed for every conceivable need, is unsurpassed in construction and workmanship and represents the most up-to-date equipment on the market.

Soap Film from 2/1000 up to 8/1000 of an inch in thickness. Hardest chilled iron rolls obtainable, guaranteed machined inside to uniform thickness of shell. Roll shafts and bearings stronger than those of any other machine on the market.

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 248-250 WEST BROADWAY NEW YORK CITY

Se solicita correspondencia en Espanol

Say you saw it in SOAP!

SOAP CHEMISTS' SECTION

(Official Publication, SOAP SECTION, American Oil Chemists' Society)

Church Elected Vice-President

AT the Twentieth Annual Convention of The American Oil Chemists' Society, the Soap Chemists' were well represented. Many of the papers and committee reports presented were of especial interest to soap chemists, particularly the reports of the Soap Section and of the Detergency Committee, and the paper, "Palm Oil from the Belgian Congo," by G. S. Jamieson and R. S. McKinney. These reports and the paper will be published in full in *SOAP* as well as in *Oil and Fat Industries*.

The American Oil Chemists' Society, recognizing the importance of the soap field as a branch of fatty oil chemistry, has amended the By-laws of the Society to provide for a Fourth Vice President, who shall be chosen by the Society from among the members of the Soap Section, and who, in addition to being a Vice President and member of the Governing Committee of the Society, shall automatically become Chairman of the Soap Section during his tenure of the office of Vice President.

The Amended By-laws read as follows:

Article III, Section (e): The President and four Vice Presidents shall be elected at each annual meeting by a majority vote of all the members present. The Fourth Vice President shall be a member of the Soap Section of the Society, and his name shall be furnished the Nominating Committee at the annual meeting of the Society. The Fourth Vice President shall be the Presiding Officer at all meetings of the Soap Section, and shall represent the Soap Section at all meetings of the Governing Committee. The Secretary-Treasurer shall be elected in the same manner upon nomination by the Governing Committee.

Article IV, Section (a): The Governing Committee shall consist of the President, four Vice Presidents, and four most recent ex-presidents of the Society. The eldest ex-president in point of service shall be automatically dropped from the committee each year, and his place taken by the retiring President. The Governing Committee shall be the general executive body of the Society.

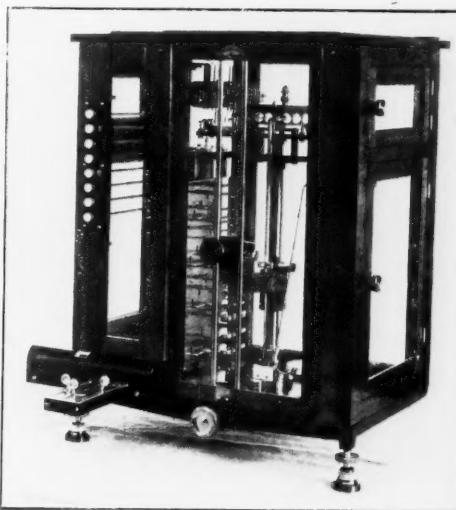
At the Annual Meeting this year, A. K. Church, who was elected Chairman of the Soap Section at the Fall Meeting in New

York in October, 1928, and who has been so largely instrumental in the establishment of the Soap Section, and so zealous in his efforts in its behalf, was unanimously elected Vice-President of the American Oil Chemists' Society, and thereby automatically re-elected Presiding Officer of the Soap Section.

All Soap Chemists are cordially invited to affiliate themselves with the Soap Section of The American Oil Chemists' Society. The Secretary of the Section is W. A. Peterson, c/o Kirkman & Son, Brooklyn, New York.

New High Speed Balance

A new high speed analytical balance, manufactured by Sartorius-Werke A. G. of Goettingen, Germany, has been introduced into the United States. The new balance is termed the Industrial Rapid Balance by the manufacturer and is said to be five times as fast as the ordinary balance because of the complete mechan-



ical handling of the weights. An experienced operator on the old type balance can make a complete and accurate weighing and reading (automatically recorded) in a half-minute. The sale of the balance and of other Sartorius equipment in the United States is being handled exclusively by Pfaltz & Bauer, Inc., New York.

Soap Perfume Oils

Produced by

ROURE-BERTRAND FILS

LARAGNE (FRANCE) GRASSE BOUFARIK (ALGERIA)

Geranium African

Geranium Bourbon

Lavender Fleurs

Vetivert Bourbon

Petit Grain, South American

Ylang Ylang Bourbon

Ylang Ylang Nossi Be



As sole agents, in the U. S. and Canada, for Roure-Bertrand Fils, long a primary source of supply for these highly important Soap Perfume Oils, we invite comparison of these oils with those you are now using.

GEORGE SILVER IMPORT CO.

461-463 FOURTH AVENUE

NEW YORK CITY

Say you saw it in **SOAP!**

ON PRODUCTS AND PROCESSES

A sandalwood scent for soap, described in a recent issue of *Les Parfums de France*, is made as follows: 300 parts oil sandalwood; 200 parts oil cedarwood; 50 parts ionome; 50 parts oil petitgrain; 200 parts oil geranium; 30 parts oil patchouly; 20 parts oleo resin orris; 100 parts oil cloves; 50 parts oil musk. Essence sandalwood for soap is made by mixing 100 parts oil balsam; 200 parts musk; 100 parts oil vetivert; 40 parts heliotropine; 100 parts oil balsam; 20 parts musk; 100 parts amy1 salicylate and 500 parts oil sandalwood. Another sandalwood essence for soap is described as follows: 150 parts citronnellol; 75 parts geraniol; 50 parts oil geranium; 80 parts phenylethylic alcohol; 400 parts essence sandalwood.

A water-soluble condensation product of alpha-naphthalenesulfonic acid, having good cleaning and emulsifying properties, may be prepared by the interaction of naphthalene, a sulfonating agent and butylene, or from alpha-naphthalenesulfonic acid and butylene, in either case in the presence of a condensing agent. Alternatively, naphthalene and butylene may be brought to reaction in the presence of a condensing agent and the product then sulfonated. —Swiss Pat. No. 127,252.

Sulfur in soaps or in fatty oils, regardless of the form in which it may be present, can be detected by mixing the powdered dry soap with sulfur-free iron powder, heating the mixture to redness in a test-tube, cracking the tube and contents in dilute hydrochloric acid and testing for hydrogen sulfur. All sulfur is converted to iron sulfuride under the conditions of this test. — *Seifensieder Ztg.* 55, 289-90 (1928).

Polishing waxes, whether liquid or solid, are classified as oil waxes, soap waxes, or mixed soap and oil polishes, the latter consisting of soap waxes containing turpentine. The soap base polishes are prepared by saponifying a wax, then emulsifying with water. The oil wax polishes are made by dissolving eight parts of refined wax in turpentine.—*Chem. Techn. Fabr.* 25,105 (1928).

A mixture suitable for cleaning tiles, walls, stoneware, glass, metals and painted or polished surfaces may be manufactured by mixing soap with a sulphonie acid of an aromatic hydrocarbon having a side chain containing two or more carbon atoms.—British Patent No. 284,367.

The detergent power of washing agents has been determined by measurement of the drop numbers of solutions of equivalent fatty acid concentration, in apparatus embodying Traube's stalagmometer. The measurements were made on a number of commercial washing preparations, also upon pure sodium soaps prepared in the laboratory. *Z. angew. Chem.* 41, 1085-9 (1928).

The corrosion of aluminum tubes by shaving creams may be prevented by the addition of two-tenths percent sodium silicate to the shaving soap. *Am. Inst. Min. Met. Eng. Technical Publication No. 176*, 3-6.

A newly-patented washing powder is formed of equal quantities by weight of neutral tallow soap, trisodium phosphate, sal soda, sodium bicarbonate and Glauber's salt. U. S. Pat. No. 1,707,024.

A neutral superfatted soap is prepared by using ordinary superfatting materials mixed with bicarbonate of soda. It is claimed that the sodium bicarbonate will not completely react with the excess of alkali in the soap base until the soap is in use, and that the soap is accordingly better preserved. Ger. Pat. No. 471,140.

Sodium phosphate, combined with a soluble oil base such as a mixture formed of lard oil, phenol and caustic alkali solution, produces a composition suitable for cleaning metal surfaces before painting or plating. U. S. Pat. No. 1,707,031.

Flaky products manufactured from a mixture of soap with oxygen-evolving products, such as perborates, may be rendered transparent by including in the mixture a higher hydrocarbon of the methane or ethylene series, or a hydroxy compound or ester derived from such a hydrocarbon. Ger. Pat. No. 472,047.

Soda Ash
 Bicarbonate of Soda
 Calcium Chloride
 Caustic Soda

WHEN Michigan Alkali was founded, friendly, personal service helped establish the merits of Wyandotte Products. Today, though the company has grown far beyond the dreams of its founders, and the merit of its product is unquestioned, Michigan service retains its friendly, personal touch. Only the scope of the service is changed; it is now measured by the customer's need alone.



*"Distinguished for its high test
 and uniform quality"*

MICHIGAN ALKALI COMPANY

General Sales Department

21 East 40th Street, New York City

Chicago Office: 1316 South Canal Street

Works: Wyandotte, Michigan

Say you saw it in **SOAP**!

CONTRACTS AWARDED

Dodge, Sweeney & Co., San Francisco, awarded quantity of toilet soap for Fort Mason at 10.9c.

United States Soap Co., Cincinnati, awarded quantity of grit soap for Washington Post Office at 4.4c, and quantity of scouring compound at 3c.

General Soap Co., San Francisco, awarded quantity of laundry soap for Fort Mason at 4.5c; quantity of powdered soap at 12c; Pioneer Soap Co., San Francisco, awarded quantity of cleanser at 7.2c. Pioneer Rubber Mills, San Francisco, awarded quantity of scouring soap at 3c.

G. R. Lucy Co., San Francisco, awarded quantity of scouring soap for Fort Mason at 2.5c.

Winkle Polish Corp., Brooklyn, awarded quantity of liquid metal polish for Fort Mason at 13c. E. W. Bennett & Co., San Francisco, awarded quantity of paste metal polish at 16.25c. Joseph Dixon Crucible Co., Jersey City, N. J., awarded quantity of stove polish at 4c.

Armour & Co., Chicago, awarded 500 cakes of toilet soap for Omaha at 1.03c; 2,880 cakes for Jefferson Barracks at 1.03c; 2,860 lbs. of laundry soap for McClellan at 5.08c; 4,020 lbs. of laundry soap for Oglethorpe at 5.08c; 3,660 lbs. for Knox at 5.08c; 4,200 lbs. for Thomas at 5.08c.

Procter & Gamble Distributing Co., St. Louis, awarded 4,800 lbs. of laundry soap for Crook at 5.11c; 1,500 lbs. for Omaha at 5.1c; 4,020 lbs. for Fitzsimmons at 5.3c; 4,140 lbs. for Logan at 5.31c; 9,780 lbs. for Russell at 5.31c; 480 lbs. for Leavenworth at 5.11c.

Stevens Soap Corp., Brooklyn, awarded 400 cakes of grit soap for Oglethorpe at 3.25c; 700 cakes for Thomas at 3.1c; 200 cakes for Omaha at 3.5c; 1,400 cakes for Riley at 3.4c; 1,500 cakes for Russell at 4.25c.

J. Eavenson & Sons, Inc., Camden, N. J.,

awarded 3,000 lbs. laundry soap for Philadelphia quartermaster at 4.89c.

Armour & Co., Chicago, awarded 2,880 lbs. chip soap for Washington U. S. M. C. at 9.36c.

Unity Sanitary Supply Co., New York, bid 15c on 3,000 lbs. grit soap for Washington Post Office.

General Soap Co., awarded 40,000 lbs. laundry soap for Philadelphia Marine Corps at 4.5c; 40,000 lbs. at 4.85c; 62,500 lbs. at 4.75c; Armour & Co., awarded 19,968 lbs. soap powder at 3.35c. Stevens Soap Co., awarded 6,250 lbs. grit soap at 4.4c. James Good, Inc., awarded 3,000 cans saddle soap at 10.85c. R. M. Hollingshead Co., awarded 2,000 cans paste soap at 5.75c. J. Eavenson & Sons, awarded 2,187 lbs. white soap at 7.99c.

Los Angeles Soap Co., San Francisco, awarded 6,400 lbs. chip soap for Fort Mason at 8.82c. Patek & Co., San Francisco, awarded 200 lbs. benzine soap at 23.5c.

Washing Powder Exports Increase

From 1922 to 1928 exports of washing powder and fluids by the United States practically doubled (\$201,832 to \$364,666). Exports of these commodities in 1928 to world sections are shown as follows: Europe, \$62,278; North America, Central America, and West Indies, \$205,672; South America, \$30,878; Far East, \$59,483; and Africa, \$6,355. Seventy-six per cent of the entire 1928 exports went to nine foreign countries, including Canada (\$103,921), Great Britain, (\$44,568), Cuba (\$57,490), Australia (\$29,156), Panama (\$11,071), China (\$9,275), Philippine Islands (\$8,624), Mexico (\$8,837), Uruguay (\$7,129). The most conspicuous gains in the past year were a \$42,000 increase to Canada and nearly \$28,000 more to Australia. Offsetting the former was a \$42,000 loss in Cuba.

The plant of Messrs. Newbrights, Ltd., soap manufacturers, Brough, Hull, England, has been purchased by Messrs. Richard Sizer, Ltd., 21 Dale St., Liverpool.

NEW - O - SAPINE

Announcing

the exclusive sale in the United States, Canada and Latin America of

NEW - O - SAPINE

the ideal superfatting admixture and neutralizing agent for toilet soaps, shaving soaps and liquid soaps by

WELCH, HOLME & CLARK CO., Inc.

NEW-O-SAPINE is the only superfatty intermediate of its kind . . . ¶ free from adep's lanae and water . . . ¶ prevents rancidity even over a period of years . . . ¶ binds free alkali and produces an absolutely neutral soap . . . ¶ gives that velvet feel and high gloss so much desired . . . ¶ improves lathering properties . . . ¶ enhances color and brightness of soaps . . . ¶ increases washing efficiency . . . ¶ prevents cracking and formation of scale . . . ¶ aids in preserving soap perfumes . . . ¶ produces thick, soft lather . . . ¶ unexcelled for cold-made coconut oil soaps . . . ¶ simple to use and inexpensive.

Write for details, sample and prices.

WELCH, HOLME & CLARK CO., Inc.

Established 1838

Sole Agents for U. S., Canada and Latin America

563 Greenwich Street

New York

NEW - O - SAPINE

Say you saw it in SOAP!

RECORD OF TRADE-MARKS

The following trademarks were published in the April and May issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of Sept. 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, a fee of ten dollars must accompany each notice of opposition.

Trade-Marks Filed

(Continued from April)

Kilsit—This in solid letters with drawing of dead rodent, describing rat and mice exterminator. Filed by Squill Mfg. Co., New York, Sept. 12, 1928. Claims use since about Dec. 15, 1927.

Dr. West's—This in shaded letters describing tooth paste. Filed by Western Bottle Mfg. Co., Feb. 4, 1929. Claims use since Dec. 13, 1928.

Oronite—This in solid letters describing auto soap and cleaner. Filed by Standard Oil Co. of California, Wilmington, Sept. 7, 1928. Claims use since June, 1921.

Volite—This in solid letters describing cleaning powders. Filed by Volite Products Co., Cincinnati, Oct. 26, 1928. Claims use since May 11, 1928.

Nocola—This in solid letters with drawing of Uncle Sam, describing shoe polish. Filed by Yankee Polish Co., New York, Nov. 20, 1928. Claims use since Aug. 1, 1928.

Phosfodent—This in solid letters describing dentifrices. Filed by Dr. Higgins Laboratories, New Haven, Conn., Feb. 7, 1929. Claims use since Feb., 1922.

Sodium-Cyan-Chlor-Silicate—This in solid letters describing disinfectant and cleanser. Filed by Safety Fumigant Co., Boston, Feb. 25, 1929. Claims use since about May 31, 1927.

Kosak—This in solid letters describing insecticides. Filed by Standard Oil Co., Whiting, Ind., Mar. 5, 1929. Claims use since Feb. 12, 1929.

Figures of two small girls describing soap. Filed by Swift & Co., Chicago, Feb. 9, 1929. Claims use since June 15, 1895.

Watsope—This in solid letters describing soaps. Filed by J. R. Watkins Co., Winona,

Minn., Feb. 21, 1929. Claims use since Jan. 29, 1929.

Bodento—This in solid letters describing tooth powder. Filed by Bodento Dental Mfg. Co., Washington, D. C., Feb. 19, 1929. Claims use since Dec., 1920.

Gersecto—This in outline letters describing disinfectant. Filed by Dr. Sadler's Disinfectants, Inc., Wagner, S. D., Mar. 8, 1929. Claims use since Aug., 1928.

Overnight—This in solid letters describing shampoo. Filed by Georgia O. George, Los Angeles, Mar. 18, 1929. Claims use since Sept., 1925.

Westphal's Invincible—This in solid and outline letters on background of Rock of Gibraltar, describing shaving creams. Filed by Westphal's Preparations, Inc., Brooklyn, Feb. 14, 1929. Claims use since Sept. 1, 1923.

Eskay—This in solid letters describing washing powder. Filed by Stuart Industrial Service, Inc., Chicago, Mar. 7, 1929. Claims use since about Sept. 1, 1923.

Sanitar—This in shaded letters describing soap. Filed by John T. Stanley Co., New York, Mar. 5, 1929. Claims use since Sept. 1, 1928.

Blitz—This in solid letters describing cleanser. Filed by American Products Co., Cincinnati, Mar. 8, 1929. Claims use since Sept., 1917.

(From May Issues)

Nu-Health—This in solid letters describing soap. Filed by John T. Stanley Co., New York, Mar. 5, 1929. Claims use since Sept. 1, 1928.

Skitter—This in solid letters describing insecticides. Filed by Skitter Mfg. Co., New York, Feb. 27, 1929. Claims use since Aug. 14, 1928.

Pyro-Ban—This in solid letters describing tooth paste. Filed by McLean Laboratories, West Englewood, N. J., Mar. 13, 1929. Claims use since Nov. 26, 1928.

Naga—This in solid letters describing insecticides. Filed by Sherwin-Williams Co., Cleveland, Mar. 18, 1929. Claims use since March 11, 1929.

Strawbridge & Clothier—These words on seal depicting meeting of William Penn and

Industrial Chemicals

... for soaps and cleaners

Caustic Soda

High grade electrolytic in solid
or liquid form.

Carbon Tetrachloride

Redistilled—water white—supplied
also in combination with other solvents
to meet individual requirements.

Tri Sodium Phosphate

Fine granular and powdered. Free flowing
and non-caking.

The WARNER CHEMICAL COMPANY

415 LEXINGTON AVENUE

NEW YORK CITY

Phone Murray Hill 0262

**do you make *bulk* or *private brand*
soaps, disinfectants, cleansers, house-
hold insecticides, polishes, etc.?**

**if so, you will want to be properly
listed in the 1930 edition of the SOAP
BLUE BOOK. Send for a questionnaire
—no charge!**

MAC NAIR-DORLAND Co.
Publishers

136 LIBERTY STREET, NEW YORK

Say you saw it in SOAP!

an Indian chief, describing soaps. Filed by Strawbridge & Clothier, Philadelphia, Mar. 21, 1929. Claims use since July, 1927.

Paranap—This in solid letters describing insecticides. Filed by White Tar Co. of New Jersey, Kearny, N. J., Mar. 28, 1928. Claims use since Aug. 11, 1927.

Hy-Dol—This in script describing dentifrices. Filed by Dental Prophylactic Co., Newark, N. J., Feb. 23, 1929. Claims use since 1926.

Nu-Klenz—This in script describing liquid soaps. Filed by Manufacturing Laboratories, Inc., Boston, Dec. 4, 1928. Claims use since Nov. 19, 1928.

Fiesta—This in solid letters describing toilet soap. Filed by Solon Palmer, New York, Mar. 11, 1929. Claims use since July 27, 1928.

Forcewhite—This in solid letters describing washing powder. Filed by Scientific Mfg. Co., Scranton, Pa., April 6, 1929. Claims use since June 1, 1927.

Scalex—This in solid letters describing insecticides. Filed by Schaeffer Bros. & Powell Mfg. Co., St. Louis, Mar. 27, 1929. Claims use since about Jan. 1, 1925.

Rid-M-Off—This in solid letters describing rodent poison. Filed by Harry Shor, New York, April 12, 1929. Claims use since April 7, 1929.

Design consisting of two superimposed stars in circle with letter, F, in outline type, describing soaps and washing powders. Filed by Alfons Fehrenbach, Union City, N. J., May 26, 1928. Claims use since Jan. 1, 1924.

Silk-O—This in solid letters together with other text matter, describing canned soap. Filed by Silk-O Corp., Los Angeles, July 7, 1928. Claims use since June 22, 1928.

Scourolan—This in broken letters describing textile soap. Filed by Ernest Bischoff Co., New York, No. 6, 1928. Claims use since October, 1926.

Tripte—This in broken letters describing soap powder. Filed by W. B. McVicker Co., Brooklyn, Jan. 16, 1929. Claims use since January, 1924.

Fairchild's—This in solid letters describing soaps and polishes. Filed by M. H. Fairchild & Bros., Inc., Chicago, Apr. 4, 1929. Claims use since 1893.

Kosherite—This in solid letters describing soaps. Filed by Jacob Brarfman & Son, Inc., New York, April 10, 1929. Claims use since Mar. 30, 1929.

Sword—This in solid letters describing

New Patents

Conducted by

LANCASTER & ALLWINE

Registered Attorneys

PATENT AND TRADEMARK CAUSES
402 Ouray Building, Washington, D. C.

Complete copies of any patents or trademark registrations reported below may be obtained by sending 25c for each copy desired to Lancaster & Allwine. Any inquiries relating to Patent or Trademark Law will also be freely answered by these attorneys.

No. 1,710,799, Process for the Manufacture of Soft Soap, Patented April 30, 1929 by Louis George Leffer, Kapellen, near Neuss Rhineland, Germany, assignor to Hermann Bachstein, Berlin, Germany. A process for manufacturing soft soap consisting of subjecting cocoanut oil, palm kernel oil and rape seed oil together with potash lye in a container to pressure and regulating the setting point by the addition of hydro-carbons during the saponification process.

No. 1,710,974, Process of Laundering and Detergent Used therein, Patented April 30, 1929, by Lee Hager and John Popperman, of Houston, Texas, assignors to Pine-o-Pine Company, Houston, Texas, a Corporation of Texas. A detergent which comprises the reaction products of rosin, with a solution of caustic soda containing at least enough of the latter to saponify the said rosin, together with an amount of pine oil greater than the combined amounts of rosin and caustic soda.

No. 1,710,975, Process of Dry Cleaning and Composition of Use Therein, Patented April 30, 1929, by Lee Hager and John Popperman of Houston, Texas, assignors to Pine-o-Pine Company, Houston, Texas, a Corporation of Texas. A composition suitable for dry-cleaning comprising the reaction products of a small amount of caustic alkali, a larger amount of rosin and a still larger amount of pine oil, in which the pine oil is at least sufficient to dissolve the rosin, and the caustic alkali is at least sufficient to saponify the rosin, such product being mixed with 2 to 480 times its own bulk of gasoline.

(Continued on page 109)

(Continued on page 117)

mysore government

East Indian Sandalwood Oil

SOLE DISTRIBUTORS

Essenflour Products, Ltd.

Mysore

S. India

*Distillers of Essential Oils and
Manufacturers of Perfumery Products*

THE Mysore Government distills and sells only one grade of Oil, a strictly pure genuine Sandalwood Oil put up in distinctive cans and cases, labelled and serially numbered. Oil supplied in other styles of containers may be U. S. P., but we can accept no responsibility for its genuineness or its freedom from adulteration. The buyer who specifies Mysore Oil should receive it in original containers and is then absolutely protected. This oil we offer exclusively in labelled containers. Further protection is insured by the smaller label placed over the cap. This label is numbered and a complete record of each case shipped is kept by us.

*For your own protection, insist on
Original Cans and Cases*

PACKED IN 100-LB. CASES—EACH CASE
CONTAINS 4 25-LB. TINS

SUPPLIED ONLY THROUGH YOUR JOBBER

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NEW YORK CITY
CABLE ADDRESS—COXASPDEN, N. Y.

Say you saw it in SOAP!

Market Report on
ESSENTIAL OILS AND AROMATICS

(As of June 6, 1929)

NEW YORK—There were a number of interesting price changes in the market for essential oils and aromatic chemicals during the period just completed. For the first time in several years Algerian geranium oil was priced higher than Bourbon oil in some quarters as both rose in price. Java citronella was also sharply higher on higher quotations from abroad. Camphor, sassy, was still very firm. Cassia, redistilled, registered another decline. Sandalwood oil was somewhat easier after the recent acute shortage, and oil cloves also eased off a little. Anise declined several points.

OIL ANISE

Anise, which has been easing off from previous high levels, declined again to an inside price of 68c lb. Priced up to 70c.

OIL BERGAMOT

No change was reported in bergamot after

the decline, toward the close of last period, in the price of spot stocks. The foreign situation continues firm. Bergamot was quoted at \$4.35 to \$4.50 lb. in coppers.

OIL CASSIA

As indicated at the close of last period, cassia prices were reduced, going down to \$1.55 to \$1.60 lb. for redistilled oil.

OIL CEDARLEAF

In spite of the fact that the distilling season for this oil is at hand, producers show no tendency to lower quotations, holding them firm at \$1.00 to \$1.10 lb.

OIL GERANIUM

For the first time in many years Algerian oil was priced above Bourbon oil, one supplier quoting \$5.50 lb. on the former and \$4.90 on the latter. In other sources Algerian oil could still be obtained at the old figure of \$4.50, with Bourbon at \$4.80 lb. Replacements on Algerian oil are now higher than the selling



**Integrity & Organization
Are Behind The D&O Label**

TRUE OIL BERGAMOT

as a perfuming material produces results in soap not equalled by any other Oils Bergamot.

Also the highest grade Oil Bergamot will always prove the most economical in use. Compare critically Oil Bergamot Sanderson with other brands and prove to your satisfaction the improvement in the quality of your product.

DODGE & OLcott COMPANY
87 Fulton Street **New York City**

The integrity of the house is reflected in the quality of its products

Why Certain Deodorizing Products are preferred—



RYLAND BUILDING

WHAT singles out a deodorizing blook for permanent preference? A well chosen name? Skill in manufacturing? Economy? Quality of the paradichlorbenzene? All are essential, but in the last analysis it is very largely the chemical covering qualities of the odor combined with the odor's freshness and novelty that makes repeat sales for your deodorizing product.

Our compounded deodorant bouquets are designed to fulfill these important purposes in every sense of the word.

Other of our compounded bouquets may help to improve your

Theatre Sprays

Soaps

Disinfectants

Insecticides

Write for Samples



H. C. RYLAND, INC.

161-163 WATER STREET

NEW YORK, N. Y.

MANUFACTURERS

IMPORTERS

EXPORTERS

Essential Oils and Aromatic Chemicals

Linalyl Acetate

Terpinyl Acetate

Geranyl Acetate



True to test - - True to odor

We shall be pleased to submit samples and quotations on request. Stocks available in New York.

P. R. DREYER INC.
26 CLIFF STREET - - - - - NEW YORK

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price here. Both grades are very firm with indications that they may go higher.

OIL LAVENDER

No changes were reported in the price of oil lavender, but reports from abroad indicated that some of the crop might have been damaged by the recent severe weather. It is as yet too early to make any definite prediction.

OIL SANDALWOOD

The sandalwood oil situation eased up a little during the recent period. More deliveries were being made, with the result that the price dropped to \$8.00 lb. inside, up to \$8.25 lb.

Fritzsche Bros., Inc., New York, recently issued their wholesale price list for May, 1929, for their standard line of essential oils, aromatic chemicals, compounds and specialties. This house will close all day Saturday during July and August.

National Hairdressers' and Cosmetologists' Association plans to hold its 1929 convention in Detroit, Sept. 9 to 14. Features of the convention will be a banquet at Hotel Statler and a style show at the Masonic Temple.

Citrus Oils Easier

During May prices of the citrus oils, as judged both by Italian shipment prices and spot quotations, have weakened steadily. This is due, according to Ungerer & Co., largely to the cold, wet weather which has prevailed consistently over a large part of the United States at a time when the demand for summer beverages and, consequently, for Orange and Lemon oils should have been expanding. Faced by an unusually dull market, Italian exporters have been disposed to lower their quotations in the hope of arousing some interest and a definitely weak market has resulted notwithstanding the strong statistical position of both oils.

Henry A. Colgate, Colgate-Palmolive-Peet Co., recently purchased a 464 acre estate, including a fishing lodge and trout stream, located about eight miles from Milford, in Pike County, Pa. The name of the estate is "Dwarfskill."

Geo. A. Schmidt & Co., Chicago soap makers, were admitted, June 1, to membership in the Chicago Perfumery, Soap and Extract Association.

PERFUME OILS FOR SOAP

If you are interested in trying new odors for your soaps, liquid soaps, etc., write us for free samples of our various soap perfume oils, such as

ACACIA SAVON F.

\$3.50 per pound, a new note, agreeable lasting perfume.

BENJ. FRENCH, INC.
160 FIFTH AVENUE - - - NEW YORK

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Grasse, France

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Caustic Soda

Solid - Flake
Ground - Liquid



Soda Ash

Light - Dense

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CINCINNATI, OHIO

50 BROAD STREET
NEW YORK

Say you saw it in SOAP!

Market Report on SOAP AND DISINFECTANT CHEMICALS

(As of June 6, 1929)

NEW YORK—The general tone of the soap and disinfectant chemical market did not change materially during the recent period. Alkalies continued to move into the hands of consumers in good volume. Phenol was still very short on spot and priced abnormally high. Rosin prices were not disturbed in spite of active movement of stocks into and out of distributing centers. The glycerins declined again in a very quiet market. Menthol cases were also quoted lower.

ALKALIS

Shipments of soda ash, caustic soda and caustic potash on contract continued heavy. No surplus stocks were being allowed to accumulate in the face of continued active demand. There was a little more competition among suppliers in the far West, new producers having entered the market there.

COAL TAR PRODUCTS

Phenol which has been very short on spot recently, continued to occupy its strong position, being priced at 15c and 16c lb. in some quarters for spot stocks. Contract customers were still being supplied at 12½c to 13c lb.

GLYCERIN

Competition among suppliers and small demand on the part of consumers combined to lower the quotations on glycerin. C. P. was priced at 14c to 14½c lb., with dynamite also lower at 11c to 11½c. Saponification was still priced at 8½c to 8½c, and soapslye was 7c to 7½c lb.

ROSIN

Price changes in the rosins were narrow during the recent period. Large receipts and similarly large exports just about counterbalanced each other, having little affect on the price situation. Closing prices were: grade B,

THE NEWPORT PRODUCTS

*for
soap
makers*

TETRALIN and HEXALIN

**Hydrogenated Coal Tar Bases with
High Boiling Points and
Better Dissolving Properties**

for oils, waxes, greases and fats than the solvents commonly used — therefore they are ideal for incorporation with Soaps and Detergents destined to be used in textile processing.



The Newport Chemical Works, Inc.
Passaic, New Jersey

Boston, Mass.

Providence, R. I.

Branch Offices and Warehouses:

Philadelphia, Pa.

Chicago, Ill.

Greensboro, N. C.

AUSTIC

Caustic Soda

To meet your requirements



HOOKER PRODUCTS

Caustic Soda
Liquid Chlorine
Bleaching Powder
Muriatic Acid
Monochlorbenzene
Paradichlorbenzene
Benzene of Soda
Benzoic Acid
Benzoyl Chloride
Benzyl Alcohol
Antimony Trichloride
Ferric Chloride
Sulphur Monochloride
Sulphur Dichloride
Sulphuryl Chloride
Salt

THE diversified consuming channels through which Caustic Soda travels make the specific needs of individual consumers differ widely. The Hooker Electrochemical Company recognizes this condition and employs its sales and technical staff to study the individual needs of each consumer in order to furnish material which shall meet these particular demands.

Our new Plant recently placed in operation at Tacoma, Washington, supplements our long established operation at Niagara Falls, where for nearly a quarter of a century we have been producing a long line of Industrial Chemicals of the highest quality.

With plants thus conveniently located, and our policy of carrying ample stocks of material at both plants, we are prepared to make prompt and efficient deliveries to all sections of the country.

Fused or Solid Caustic Soda Liquid Caustic Soda Flake Caustic Soda Ground Caustic Soda	in Steel Drums in Tank Cars in Steel Drums in Steel Drums or Heavy Wooden Barrels
---	---

HOOKER ELECTROCHEMICAL COMPANY

Eastern
Sales Office:
25 Pine St., New York City
Plant, Niagara Falls, N. Y.

Western
Sales Office:
Tacoma, Wash.
Plant, Tacoma, Wash.

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\$7.50; H, \$8.45; K, \$8.50; N, \$9.25; WG, \$9.45; WW, \$9.95; wood, works, \$6.25. No price differed from the corresponding price at the close of last period by more than 15c.

MISCELLANEOUS

Imported menthol cases declined during the period, and were quoted at \$5.00 to \$5.25 lb. There was no change in price on pine oil, which was still quoted at 6c to 72c gal. Insect powder was again quoted at 42c to 44c lb. for high grade material.

Pacific Coast Borax Co., producers of "20 Mule Team" borax, boric acid and various boron products, recently removed its New York offices from 100 William St. to New York Life Bldg., 51 Madison Ave.

Roessler & Hasslacher Chemical Co. recently moved from 709 Sixth Ave. to 10 East 40th St., New York. The new telephone number is Lexington 2550.

Pepsodent Co., in a statement recently issued, depreciates senseless price cutting which merely paralyses business instead of increasing sales. The statement seems to forecast a refusal on the part of the Pepsodent Co. to sell its products to notorious price cutters.

Glycerin Market Quiet

According to Parsons & Petit, New York glycerin brokers, the glycerin market has been a quiet affair. Their report as of May 31, follows:

Dynamite—No change in the market this week. The same still remains quiet with the nominal price 11c. per lb., f.o.b. sellers' works. Crude—The situation in this grade is also without any change, being quiet with the nominal price 7c per lb., basis of 80% delivered for Soap Lye Crude, 7 $\frac{3}{4}$ c. per lb., basis of 88%, for Saponification. Chemically Pure—The price is nominally 14 $\frac{1}{2}$ c. per lb., in bulk.

Domestic production and consumption of Glycerine during the first quarter of 1929, and stocks at March 31st, were as follows—

80%	Production lbs.	Consumption lbs.	Stocks lbs.
Crude Glycerine	36,603,729	39,664,503	18,393,056
Dynamite	14,177,795	5,812,725	12,567,955
Chemically Pure	17,720,507	2,483,894	10,022,450

Manufacturing Chemists' Association of United States held its annual meeting at Wilmington, Del., June 6 and 7. Synthetic Organic Chemical Manufacturers' Association of United States joined the manufacturing chemists at a joint dinner on the evening of June 6.

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and your Production Manager phones up to your purchasing department to "Rush that requisition for T.S.P. — we're nearly out!" — just wire our nearest branch and we will ship immediately — whether it's a bag, barrel or carload. With ample stocks in our 19 branches and warehouses all over the country, we can give you **SERVICE** and the quality is always the highest, of course — **Grasselli Grade**.

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Boston	Milwaukee
Brooklyn	Newark
Charlotte	New Haven
Chicago	New Orleans



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Philadelphia
Pittsburgh
San Francisco
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SOFTS MEDIUMS HARDS

Bulk or Packages

Direct importations from our own
Produce Stations in the Oil
Palm Districts of West Africa.

Palm Kernel Oil

*Crushed and Extracted
Bulk and Packages*

*Direct Importers of
Sumatra and Malay*

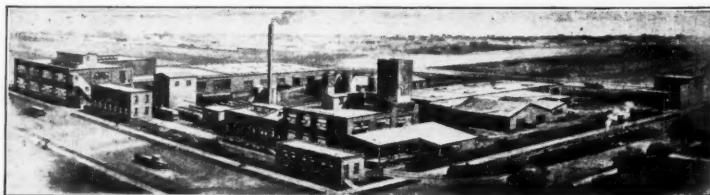
Palm Oil

*Rice Oil — Sheanut Oil — Sun Flower
Oil — Soya Bean Oil — Sesame Oil*

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8-10 Bridge Street New York

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CORN OIL - COCONUT OIL - PEANUT OIL
SESAME OIL - - - COTTONSEED OIL
and their FATTY ACIDS

C. F. SIMONIN'S SONS, INC.

TIOGA AND BELGRADE STREETS

Established
1876

PHILADELPHIA

Say you saw it in SOAP!

Market Report on TALLOW, GREASES AND OILS

(As of June 5, 1929)

NEW YORK—The downward movement in the prices of oils, fats and greases continued throughout the recent period. A seasonal weakness was apparent in almost all items as consumers started to curtail purchases in anticipation of decreased production during the summer months. Buyers took material in small quantities in the falling market, apparently anxious to buy at the very bottom of the falling price curve. The action of the House of Representatives in passing the Hawley-Smoot tariff bill without changing the duties on oils made it seem probable that imports could continue without additional expense. This gave additional impetus to the drop in the prices of oils and fats. Coconut oil was appreciably lower again. Cottonseed oil declined to a new low figure for the season. After holding steady for some time in the falling market, lard finally weakened and was quoted

lower. Red oil, olive oil, palm oil, olive oil foots and palm kernel oil were all quoted lower. Linseed oil was the only oil to advance in price during the period.

COCONUT OIL

As it seemed probable that copra would not pay any higher import duty, future supplies were considered more sure, and the market declined. Seasonal weakness aided in the decline. Manila tanks in New York sold at 67 $\frac{1}{2}$ c. to 7c. lb. Copra was quoted as low as 4 $\frac{1}{2}$ c. lb.

CORN OIL

Corn oil dropped off another 1 $\frac{1}{2}$ c. lb., continuing the decline which has characterized this oil for the past few months. Tanks were offered at 7 $\frac{1}{2}$ c. to 8c. lb., with the fatty acid also lower at 10c. to 10 $\frac{1}{4}$ c. lb.

COTTONSEED OIL

A new low level for the season was set when P. S. Y. was quoted at 7 $\frac{3}{4}$ c. to 8c. lb.

Stearic Acid

**Double and Triple Pressed—
Cakes and Powder**

Especially suitable for use in the manufacture of shaving creams, textile soaps, metal polishes, textile specialties and related products.

Large production insures the uniformity of Emery stearic acid and is your guarantee that we can meet your demands for quality and service day in and day out. May we quote on your next requirements?

Red Oil

**Regular Elaine — Olive Elaine
Special Olive Elaine — Single and
Double Pressed Saponified—Fatty
Acids**

Special Olive Elaine is recommended by the N. A. D. C. for use in dry cleaning soaps. Emery Elaines will improve your soaps, polishes and similar products. Our Saponified and Distilled oils are the standards for the industry.

These oils run absolutely uniform, with an unusually low percentage of unsaponifiable material. Shipments can be made on short notice, from warehouse stocks located throughout the country.

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Oleo Stearine

Palm Kernel Oil

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Oleo Oil

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New York, U. S. A.

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GREASE

Prices on all greases were slightly lower in step with the rest of the market. Quotations at the close were: White, 7½c. to 9½c.; yellow and house, 6½c. to 7c.; brown 6½c. to 6½c. lb.

LARD

In the face of a generally declining market, lard finally weakened, and dropped to 11½c. lb. for prime steam tierces.

OLIVE OIL AND OLIVE OIL FOOTS

Commercial oil was quoted at \$1.20 to \$1.25 gal., considerably under the quotations at the close of last period. Foots were also lower at 9¾c. to 10c. lb.

PALM AND PALM KERNEL OIL

The general weakness in the market caused a decline in palm oil to 7½c. to 8c. lb. for Lagos, and 7½c. to 7¾c. lb. for Niger oil. Kernel oil was sold at 7½c. to 8c. lb. in packages.

RED OIL

Red oil prices were lower again, as the price of raw materials for its manufacture continued to sag. Barreled oil was quoted at 10½c. to 10½c. lb., with oil in tanks at 9½c. lb.

TALLOW

City extra tallow was quoted lower at the close, at 7½c. lb. Fancy unchanged.

The total whale catch in the Antarctic is expected to produce about 1,600,000 bbls. of oil this year, as compared with a world production of 1,400,000 bbls. a year ago. This great increase has been brought about by the activity of Norwegian companies which are expected to put 1,250,000 bbls. on the market as compared with 750,000 bbls. last year. Instead of the market being sold up ahead of time as has been the case in previous years, a surplus is expected, with the result one supplier has already decided to store 40,000 bbls. to await a more favorable price.

Hungary manufactures 99 per cent of the toilet soaps used in that country, and 75 per cent of the other toilet preparations. There has been a rapid expansion in the Hungarian soap industry in recent years, the number of plants having increased from 5 before the war to 28 at the present time. This makes the market a poor place for American goods.

Stocks of cottonseed oil on hand in United States, April 30, 1929, amounted to 80,862,661 lbs., as compared with 84,473,987 lbs. on hand at the same time in 1928. Stocks of refined oil amounted to 570,889,251 lbs. on that date, as compared with 516,031,360 lbs. on hand April 30, 1928.

DIAMOND "G" Cochin and Ceylon Grade COCOANUT OILS

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PHILIPPINE COPRA AT OUR OWN
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DIAMOND "G" COCOANUT OILS ARE
PROCESSED especially for Soapmakers and meet the most
exacting specifications.

Refined Soft Soap Oil

Corn Oil No. 2

Corn Oil Fatty Acid

Edible Cocoanut Oil

Cochin Type Cocoanut Oil

White Ceylon Grade Cocoanut Oil

Cocoanut Oil Fatty Acid

Soya Bean Oil Fatty Acid

Refined Palm Kernel Oil

Palm Kernel Oil

Mustardseed Oil

Peanut Oil Fatty Acid

Cottonseed Oil

Diamond "G" Bleached Beeswax

Purit Decolorizing Carbon

English China Clay "AA" Grade Bolted

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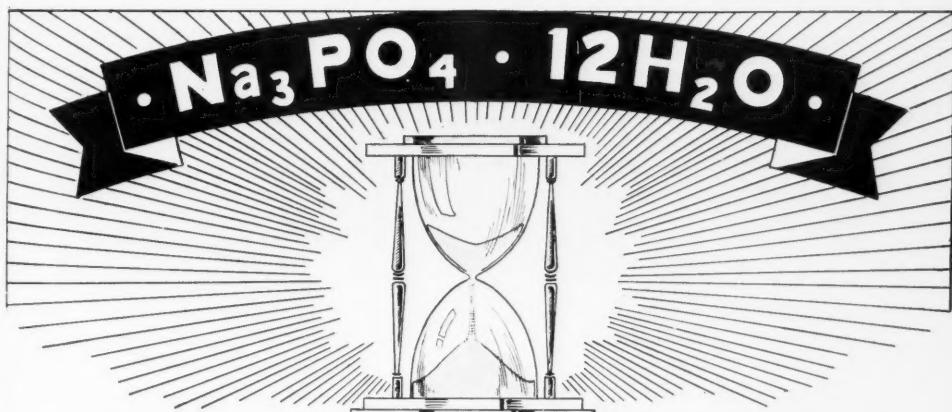
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CURRENT PRICE QUOTATIONS

Chemicals

Acetone, C. P. drums	.15	.17	Hexalin, drums	.1b.	.60
Acid, Boric, bbls., 97%	.05 $\frac{1}{2}$.06 $\frac{1}{2}$	Kieselguhr, bags	ton	30.00
Cresylic, 97%, dk., drums	.58	.70	Lanolin, see Adeps Lanae.	ton	60.00
97-99%, pale drums	.65	.78	Lime, live, bbls.	per bbl.	2.20
Formic, 85%, tech.	.11	.12	Menthol, cases	lb.	5.25
Oxalic, bbls.	.11	.12 $\frac{1}{4}$	Synthetic, tins	lb.	3.00
Salicylic, tech.	.37	.42	Mercury Bichloride, kegs	lb.	3.75
Adeps Lanae, hydrous, bbls.	.14 $\frac{1}{2}$.15	Naphthalene, ref. flakes, bbls.	lb.	1.65
Anhydrous, bbls.	.15 $\frac{1}{2}$.16	Nitrobenzene (M-xybene) drums	lb.	1.80
Alcohol, Ethyl, U. S. P., bbls., gal.	2.67	2.80	Paradichlorobenzene, bbls.	lb.	.04 $\frac{1}{2}$
Complete Denat., No. 5, drums, ex. gal.	.50	.58	Paraformaldehyde, kegs	lb.	.05 $\frac{1}{2}$
Alum, potash, lump, lb.	.03 $\frac{1}{4}$.03 $\frac{1}{2}$	Petrolatum, bbls. (as to color)	lb.	.09 $\frac{1}{2}$
Ammonia Water, 26° drums wks., lb.	.03	.03 $\frac{1}{2}$	Phenol, (Carbolic Acid), drums	lb.	.02 $\frac{1}{2}$
Ammonium Carbonate, tech., bbls., lb.	.08 $\frac{1}{4}$.13	Pine Oil, bbls.	gal.	.15
Bay Rum, Porto Rico, denat., bbls., gal.	.80	.85	Potash, Caustic, drums	lb.	.67
St. Thomas, bbls.	.80	.85	Flake	lb.	.07 $\frac{1}{2}$
Domestic, bbls.	.70	.75	Potassium Bichromate, casks	lb.	.09
Benzaldehyde, U. S. P.	1.15	1.30	Pumice Stone, powd.	100 lb.	.99 $\frac{1}{2}$
Technical	.60	.65	Rosins (600 lb. bbls. gross for net)—		
Bleaching, Powder, drums	2.00	2.60	Grade B to H, basis 280 lb.	lb.	8.45
Borax, pd., cryst., bbls., kgs.	.02 $\frac{1}{4}$.03 $\frac{1}{2}$	Grade K to N	lb.	8.50
Carbon Tetrachloride, car lots	—	.06 $\frac{1}{4}$	Grade WG and WW	lb.	9.45
Carbon Tetrachloride, L. C. L., lb.	.06 $\frac{1}{2}$.10	Wood, works	lb.	6.25
Caustic, see Soda Caustic. Potash Caustic			Rotten Stone, powd., bbls.	lb.	.02 $\frac{1}{2}$
China Clay, filler	ton	10.00	Grade B to H, basis 280 lb.	lb.	.04 $\frac{1}{2}$
Cresol, U. S. P., drums	.14	.17	Grade K to N	lb.	22.00
Creosote Oil, tanks	.13	.16	Silica, Ref., floated	ton	30.00
Formaldehyde, bbls.	.09 $\frac{1}{2}$.10	Soda, Mottled 40 lb. box	lb.	.15
Fullers Earth	ton	15.00	Spoader White, U. S. P.	lb.	.29
Glycerin, C. P., drums	.14	.14 $\frac{1}{2}$	Green, U. S. P.	lb.	.06 $\frac{1}{2}$
Dynamite, drums	.11	.11 $\frac{1}{4}$	Whale Oil, bbls.	lb.	.04
Saponification, tanks	.08 $\frac{1}{4}$.08 $\frac{1}{2}$	Soda Ash, Contract, wks., bags, bbls.,		
Soaps, Lye, tanks	.07	.07 $\frac{1}{2}$	100 lb.	1.34 $\frac{1}{2}$	1.57 $\frac{1}{2}$
			Five bbls., up, local	100 lb.	2.29
			Soda Caustic, Cont., wks., std.	100 lb.	2.90
			Five drums up, solid, local	100 lb.	3.76
			Five drums up, grnd. flk.	100 lb.	4.16
			Soda Sal, bbls.	100 lb.	.90
					1.15



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This remarkable characteristic, plus uniform crystallization and brilliant color, have made VICTOR T. S. P. the outstanding favorite. Ample stocks at convenient centers assure low delivered cost. Place your next order with VICTOR.

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Caustic Soda

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Soda, S
Sodium
Sodium
Sodium
Sodium
Sodium
Sodium
Drums
In tan
Tar Acid
Zinc Ox
Zinc Ste

Castor,
No. 3,
Coconut
Tanks
Fatty
Cod, Ne
Copra,
Corn ta
Bbls.,
Fatty
Cottonso
PSY
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Degras,
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Neutra
Greases,
Yellow
Brown
House
Bone
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Lard Oil
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Extra,
No. 2,
Linseed,
Tanks
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Tanks
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Crude,
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Red Oil,
Sapon
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Soya Be
Crude,
Refined
Fatty
Stearic
Double
Triple
Stearine
Tallow,
City,
Tallow o
Bbls.,
Whale,
Bichd.
Extra

soda, Sesquicarbonate, bbls....	100 lb.	3.00	3.75
sodium Bifluoride	lb.	.17½	.19
sodium Chloride (Salt)	ton	15.00	20.00
Sodium Fluoride, bbls.....	lb.	.08½	.10
Sodium Hydrosulphite, bbls.....	lb.	.23	.27
Sodium Phosphate, bbls.....	lb.	.03-9/10	.04½
(Trisodium phosphate)			
sodium Silicate, 40 deg., drum	100 lb.	.70	.80
Drums, 60 deg., wks	100 lb.	1.65	—
In tanks, 10c less per hundred works.			
Tar Acid Oils, 15-25%	gal.	.26	.30
Zinc Oxide, lead free	lb.	.06½	.07
Zinc Stearate, bbls.....	lb.	.24	.26

Oils—Fats—Greases

Castor, No. 1, bbls.....	lb.	.13½	.14
No. 3, bbls	lb.	.13½	.13½
Cocoanut, tanks, N. Y.	lb.	.067½	.07
Tanks, Coast	lb.	.06½	.06½
Fatty acids, mill, tanks	lb.	.10½	.10½
Cod, Newfoundland, bbls.....	gal.	.63	.64
Copra, bags, Coast	lb.	—	.04½
Corn, tank, mills	lb.	.077½	.08
Bbls., N. Y.	lb.	.10½	—
Fatty acid	lb.	.10	.10½
Cottonseed, crude, tanks, mill.....	lb.	.07½	.08
PSY	lb.	.09½	.09½
Fatty Acids, mill, bbls.....	lb.	.10½	.10½
Degras, Amer., bbls.....	lb.	.04½	.05½
English, bbls.	lb.	.05	.05½
German, bbls.	lb.	.03½	.04
Neutral, bbls.	lb.	.07½	.09½
Greases, choice white, bbls., N. Y.	lb.	.07½	.09½
Yellow	lb.	.06½	.07
Brown	lb.	.06½	.06½
House	lb.	.06½	.07
Bone Naphtha	lb.	.07	—
Lard, prime, steam, tierces.....	lb.	.11½	—
Compound tierces	lb.	.11½	.11½
Lard Oil, edible prime	lb.	—	.15
Extra, bbls.	lb.	.12½	—
Extra, No. 1 bbls.	lb.	.12½	—
No. 2, bbls.	lb.	.11½	.12½
Linseed, raw, bbls., spot	lb.	.1030	.1110
Tanks, raw	lb.	—	.0950
Boiled, 5 bbls., lots	lb.	—	.1150
Menhaden, Crude, tanks, Balt....	gal.	—	Nom
Light pressed, bbls.	gal.	.71	.73
Yellow, bleached, bbls.	lb.	.73	.75
Extra, bleached, bbls.	lb.	.76	.78
Oleo Oil, No. 1, bbls., N. Y.	lb.	.11	.11½
No. 2, bbl., N. Y.	lb.	.10½	.10½
No. 3, bbls., N. Y.	lb.	.10½	.10½
Olive, denatured, bbls., N. Y.	gal.	1.20	1.25
Shipments	gal.	1.18	1.19
Foots, bbls., N. Y.	lb.	.09½	.10
Shipments	lb.	.09½	.09½
Palm, Lagos, casks, spot	lb.	.07½	.08
Shipments	lb.	.07½	—
Niger casks, spot	lb.	.07½	.07½
Shipments	lb.	—	.07½
Palm Kernel, pkgs.	lb.	.07½	.08
Tank cars	lb.	.07½	.07½
Peanut, refined, bbls., N. Y.	lb.	.13½	Nom.
Crude, bbls., N. Y.	lb.	.11½	Nom.
Fatty acid	lb.	.07½	.08
Red Oil, distilled, bbls.	lb.	.10½	.10½
Saponified, bbls.	lb.	.10½	.10½
Tanks	lb.	.09½	—
Soya Bean, crude tks., Pac. Coast.	lb.	.08½	.09
Crude, bbls., N. Y.	lb.	.11½	Nom.
Refined, bbls., N. Y.	lb.	.13½	.13½
Fatty acid	lb.	.07½	.08
Stearic Acid			
Double Pressed	lb.	.15½	.15½
Triple pressed, bgs.	lb.	.17½	.18½
Stearine, oleo, bbls.	lb.	.09½	.10
Tallowine, fancy, f. o. b. plant.....	lb.	.08½	.08½
City, ex. loose, f. o. b. plant....	lb.	.07½	—
Tallow oils, acidless, tanks, N. Y.	lb.	—	.11
Bbls., c/l, N. Y.	lb.	—	.11½
Whale, nat. winter bbls., N. Y.	lb.	—	.78
Blehd., winter, bbls., N. Y.	gal.	—	.80
Extra blehd., bbls., N. Y.	gal.	—	.82



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Lemon No. 622	\$6.00 per lb
Rose No. 1556	\$6.00 per lb

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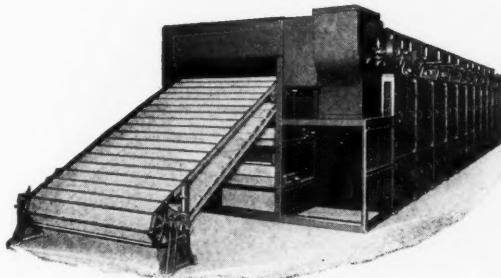
Say you saw it in SOAP!

Almond
Bitter
Sweet
Apricot
Anise,
U. S.
Bay, t
Bergam
Artific
Birch
Crude
Poli de
Cayer
Cade, C
Cajuput
Calamus
Camphor
White
Cananga
Rectif
Carawa
Cassia,
Redis
Cedar
Cedar
Citrone
Citrone
Circles,
Copaiba
Eucalypt
Fennel,

Essential Oils

Almond, Bitter, U. S. P.	lb.	2.75	3.00	Geranium, African, cans	lb.	4.50	5.50
Bitter, F. F. P. A.	lb.	2.90	3.75	Bourbon, tins	lb.	4.80	4.90
Sweet, cans	lb.	.72	.76	Hemlock, tins	lb.	1.00	1.10
Apricot, Kernel, cans	lb.	.42	.44	Lavender, U. S. P., tins	lb.	2.75	5.00
Anise, cans	lb.	—	—	Spike, Spanish, cans	lb.	.90	1.10
U. S. P. cans	lb.	.68	.70	Lemon, Ital., U. S. P.	lb.	4.50	4.70
Bay, tins	lb.	2.35	2.55	Lemongrass, native, cans	lb.	.80	.82
Bergamot, coppers	lb.	4.35	4.50	Linaloe, Mex., cases	lb.	2.50	2.60
Artificial	lb.	2.00	3.25	Neroli, Artificial	lb.	10.00	20.00
Birch Tar, rect., bot.	lb.	.40	.45	Nutmeg, U. S. P., tins	lb.	1.80	1.90
Crude, tins	lb.	.11	.14	Orange, Sweet, W. Ind., tins	lb.	5.55	5.65
Bois de Rose, Brazilian	lb.	1.50	1.60	Italian, cop.	lb.	5.75	6.00
Cayenne	lb.	2.00	2.35	Distilled	lb.	4.00	4.25
Cade, cans	lb.	.25	.26	Origanum, cans tech.	lb.	.25	.30
Cajuput, native, tins	lb.	.80	.83	Patchouli	lb.	5.25	5.90
Calamus, bot.	lb.	3.25	3.50	Pennyroyal, dom.	lb.	1.80	2.00
Camphor, Sassy, drums	lb.	.21	.23	Imported	lb.	1.20	1.30
White, drums	lb.	.19	.21	Peppermint, nat. cases	lb.	2.90	3.00
Cananga, native, tins	lb.	2.90	3.00	Redis, U. C. P., cases	lb.	3.20	3.30
Rectified, tins	lb.	3.65	3.85	Petit Grain, S. A., tins	lb.	1.90	1.95
Caraway Seed	lb.	1.85	1.95	Pine Needle, Siberian	lb.	.65	.70
Cassia, 80-85%	lb.	—	—	Pinus Pumilio, U. S. P.	lb.	2.50	2.85
Redistilled, U. S. P., cans	lb.	1.55	1.60	Rose, French	oz.	11.00	12.00
Cedar Leaf, tins	lb.	1.00	1.10	Bulgarian	oz.	12.00	15.00
Cedar Wood, light, drums	lb.	.26	.28	Artificial	oz.	2.00	2.75
Citronella, Java, drums	lb.	.56	.60	Rosemary, U. S. P., drums	lb.	.44	.50
Citronella, Ceylon, drums	lb.	.46	.48	Tech., lb. tins	lb.	.30	.35
Cloves, U. S. P., cans	lb.	2.55	2.60	Sandalwood, E. Ind., U. S. P.	lb.	8.00	8.25
Copaiba	lb.	.60	.70	W. Indian (Amyris)	lb.	2.45	2.50
Eucalyptus, Austl., U. S. P., cans	lb.	.55	.58	Sassafras, U. S. P.	lb.	.80	1.10
Fennel, U. S. P., tins	lb.	.80	.90	Artificial	lb.	.36	.39
				Spearmint, U. S. P.	lb.	4.10	4.20
				Thyme, red, U. S. P.	lb.	.72	.74
				White, U. S. P.	lb.	.82	.84
				Tech.	lb.	.60	.70
				Vetivert, Bourbon	lb.	6.00	9.00
				Java	lb.	20.00	22.00
				Ylang Ylang, Bourbon	lb.	9.00	12.00

On Drying Soap ~



NEXT to quality comes low price quantity production in drying chip soap. Both quality and quantity results are obtained by the use of the Sargent Three Swing Shelf Conveyor progressive

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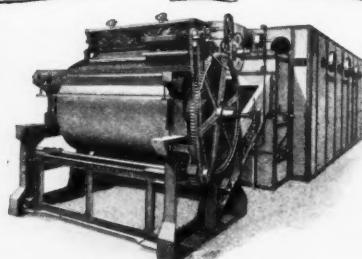
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Acetophenone, C. P.	.lb.	3.00	3.75	Phenylacetaldehyde	.lb.	5.00	8.00
Amyl Cinnamic Aldehyde	.lb.	6.00	12.00	Phenylacetic Acid, 1 lb. bot.	.lb.	3.00	4.00
Anethol	.lb.	1.20	1.50	Phenylethyl Alcohol, 1 lb. bot.	.lb.	4.50	6.50
Benzaldehyde, tech.	.lb.	.60	.65	Rhodinol	.lb.	6.25	9.00
F. F. C.	.lb.	1.25	1.35	Safrol	.lb.	.40	.42
Benzyl Acetate	.lb.	.95	1.25	Terpineol, CP, 1,000 lb. drs.	.lb.	.34	.36
Alcohol	.lb.	1.25	1.35	Cans	.lb.	.36	.38
Citral	.lb.	2.75	4.00	Terpinyl Acetate, 25 lb. cans	.lb.	.90	1.15
Citronella	.lb.	2.75	4.00	Thymol, U. S. P.	.lb.	2.20	2.40
Citronellol	.lb.	3.50	5.00	Vanillin, U. S. P.	.lb.	6.25	7.00
Citronellyl Acetate	.lb.	13.00	14.00	Yara Yara	.lb.	1.50	2.50
Coumarin	.lb.	3.40	4.00				
Diphenyl oxide	.lb.	.90	1.15				
Eucalyptol U. S. P.	.lb.	1.00	1.05	Miscellaneous			
Eugenol, U. S. P.	.lb.	4.25	4.35	Insect Powder, bbls.	.lb.	.42	.44
Geraniol, Domestic	.lb.	1.35	2.00	Concentrated Extract	gal.	2.75	3.00
Imported	.lb.	2.00	5.00				
Geranyl Acetate	.lb.	2.50	3.00	Gums—			
Heliotropin, dom.	.lb.	1.90	2.00	Arabic, Amb. Sts.	.lb.	.19	.20
Imported	.lb.	2.35	2.60	White, powdered	.lb.	.23	.28
Hydroxycitronellal	.lb.	5.50	6.00	Karaya	.lb.	.12	.30
Indol, CP	.oz.	6.00	6.50	Tragacanth, Aleppo, No. 1	.lb.	1.28	1.40
Ionone	.lb.	5.00	10.00	Sorts	.lb.	.50	—
Iso-Eugenol	.lb.	5.25	5.50	Turkish, No. 1	.lb.	1.00	—
Linalool	.lb.	3.25	5.00	Pine Oil, stm. dist.	gal.	.67	.69
Linalyl Acetate	.lb.	4.25	7.50	Tar Oil, bbls. dist.	gal.	.50	.52
Menthol	.lb.	5.40	5.65	Commercial Grade	gal.	.42	.44
Methyl Acetophenone	.lb.	3.75	4.25				
Anthranilate	.lb.	2.25	2.40	Waxes—			
Paracresol	.lb.	8.00	9.00	Bees, white	.lb.	.50	.55
Salicylate, U. S. P.	.lb.	.40	.43	African, bgs.	.lb.	.34	.35
Mirbane, rect.	.lb.	.10	.12	Refined, yel.	.lb.	.11	.45
Musk Ambrette	.lb.	6.50	7.00	Candelilla, bgs.	.lb.	.23	.24
Ketone	.lb.	7.50	8.00	Carnauba, No. 1	.lb.	.36	.40
Xylene	.lb.	2.15	2.75	No. 2, Yel.	.lb.	.30	.34
			No. 3, Chalky	.lb.	.25	.26 ^{1/2}	
			Japan, cases	.lb.	.16	.17	
			Paraffin, ref. 125-130	.lb.	.041 ₂	.051 ₂	

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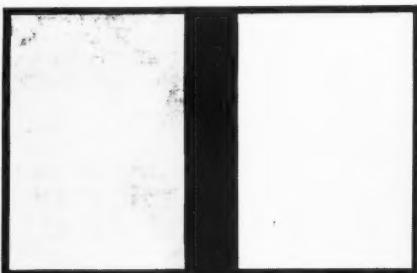
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Silicates in Washing Processes

Advertisement No. 5

Silicate of soda solutions have long been known to exert a favorable influence on the color of white and colored goods. White goods washed repeatedly in soap solutions containing silicate exhibit a better color than those washed with so-called pure soap. On the other hand, colored goods present a brighter hue.

For washing white or other fabrics an objectionable constituent of water is iron. Silicate of soda has the ability to prevent staining by iron (see illustration). The complete details of this experiment will be cheerfully furnished on request.



White muslin washed 10 times in water containing 3 parts of iron per million.

Sample on Left

Washed in soda
ash solution.

Sample on Right

Washed in soda
ash and silicate
solution.

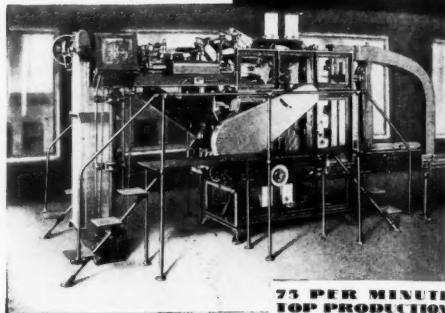
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KEEEN competition requires cost savings, however remote these savings may seem.

This JOHNSON Machine, for example, handling cartons in the flat or "knocked-down" form (before side seams are glued) saves from 15c to 30c per thousand cartons, depending on carton size.

Secondly, high-speed production cuts overhead costs; and automatic operation eliminates labor costs to almost the vanishing point.

Third, the method of registering the carton for gluing the side seam insures an absolutely square and sift-proof seal at both top and bottom. Contents are positively protected against waste.

This JOHNSON Machine when used with the JOHNSON High-Speed Gross Weight Scale and the JOHNSON Double-Entry Top-Sealing Machine will bottom-seal, fill, weigh, and top-seal your cartons at a speed of 75 to 80 cartons per minute.

JOHNSON Packaging Engineers stand ready to study the requirements of your product. They will make the necessary investigations and tests, and submit their findings for your approval. This no-cost service is yours for the asking. Write us today.

Johnson Automatic Sealer Co.

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Scales; Bottom and Top Sealing, Lining Machines; Wrappers (Wax and Glassine).

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AUTOMATIC PACKAGING BY
**WAX AND GLASSINE WRAPPERS - NET AND GROSS WEIGHT
SCALES - BOTTOM, TOP SEALING AND LINING MACHINES**

Report on Detergency

(From page 39)

because the members, at the meeting, decided to consider a machine being manufactured by the Atlas Co., for the American Textile Chemists. The machine known as the Launder-Ometer met Mr. Appel's specifications and sufficient members obtained machines to test the method. The necessary supplies (soiled cloth and soap), were put in the hands of the members having machines by the chairman and the following test was conducted.

The Conditions Governing Test

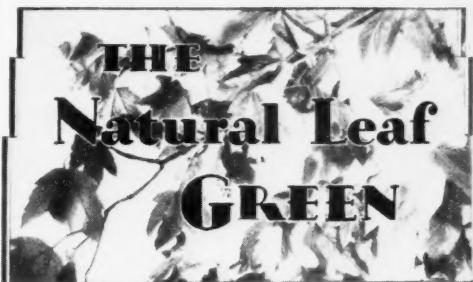
1. Distilled water shall be used thruout, and all solutions shall be heated to temperature before use. (150° F.).
2. The strength of suds solutions shall be 2%. The percentage is not to be calculated on a bone-dry basis (soap as received taken as 100%).
3. The test pieces shall be 2½" x 4", and cut in the same manner as the sample received.
4. In each jar 10 rubber spheres, 1 cm. in diameter and weighing approximately 1.5 grms. shall be placed together with the cloth in suds solution.
5. A 20 minute suds, followed by two 5 minute rinses, (all kept constant at 150° F) shall constitute one wash. The volume of the suds bath shall be 100 cc. and the volume of the rinses 200 cc.
6. In conducting the test, a piece of test cloth shall be placed in each jar as specified above, and at the end of every wash, one of the pieces shall be removed. After drying and ironing, the test pieces shall be mounted on black cardboard in the order washed. The number of washings corresponding to the piece which no longer shows any visible trace of the soil shall be recorded as the index of detergency.
7. The test shall be run without interruption (finished the same day as started).
8. A duplicate test shall be independently run within three days. To check up on aging, it is very important that the date of both runs be recorded. Members of the Committee are requested to keep mounted samples for comparison at a meeting scheduled to follow tests.

Results of Tests:

In determining the wash at which all traces of the stripe were removed the background and light reflection greatly influenced the readings. When mounted on black cardboard as instructed in the proposed method the results of the collaborators, who took part checked well. The majority of readings were between

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YOU can find no color comparable to the natural leaf green and none so practical. Chlorophyll is the natural green of leaves. Dr. Wilhelm's Chlorophyll is a pure vegetable product, light proof and Alkali proof. It is used for coloring where for sanitary or other reasons an artificial dye is unsuitable. It is supplied in various types depending on the degree to which the raw Chlorophyll is concentrated and the method of processing. Theoretically, the highest purity or concentration is the most economical, but for some purposes a weaker product may be more desirable. Let us show you the type best suited to your requirements.

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For coloring vegetable oils, soaps, wax preparations, etc. For bleaching yellowish oils and soaps.

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For coloring preparations testing less than 70% by volume of alcohol.

Alcohol Soluble

For coloring preparations testing over 70% by volume of alcohol.

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A new powdered chlorophyll of tremendous strength for coloring pure water preparations.

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Send samples to our laboratory for a free test of this new bleaching method.

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In addition, you will find marked improvement in:

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If your output is small, you can get money-saving machinery at very moderate cost. If your production is large, the investment in major equipment brings big dividends in operating economies.

S. & S. Package Machinery covers the complete range of production needs. The most dusty or sticky materials are efficiently handled in large or small quantities.

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Say you saw it in **SOAP!**

4 and 5 washes and in most cases the workers checked themselves in both tests outlined. However, when the same cloth samples were placed on a white background and shaded from direct light outlines of the stripes could be seen up to 15-16 washes in cases where that many washes were made.

The following comments were taken from reports received by the chairman:

* * *

1. We have washed the soiled cloth in accordance with the instructions given in your letter of February 26.

2. Most of the soil is removed in the first wash. After four washes the soil may be said to be completely removed although under certain conditions of illumination streaks still can be made out. This is true, however, even after nine washes.

3. The streaks are easy to see when one knows where to expect them. An irregular pattern would be better than the present one.

4. These streaks appear to be attributable to a difference in the cloth where the soil was applied rather than to soil remaining in it.

* * *

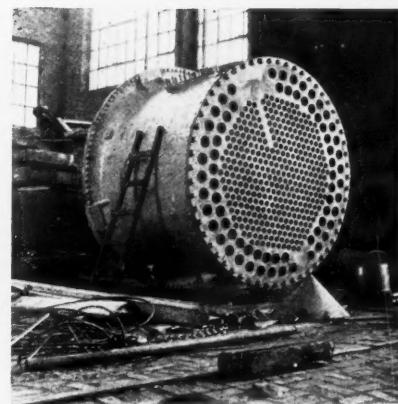
When the samples were shuffled and viewed against the white background thru the hole in the black cardboard, shades as you suggested, the marks could be identified on all the samples up to and including No. 15. No marks could be detected on No. 16 but a stripe was visible on No. 17.

This seems to indicate that a perfectly definite end point will be hard to arrive at, but it may be that by increasing mechanical action, results more like those obtained by you in the commercial laundry can be secured and in this case the steps might be expected to be long enough so that the end point could be established with a satisfactory degree of concordance between different tests or different workers.

We shall await your further advices before doing additional work along this line, but suggest for your consideration the use of some sort of heavier ball and a greater number of them in each jar.

* * *

We encountered some difficulty in selecting the tests piece which did not show any visible trace of the soil. We found it necessary to have a number of men make the selection, and took as a final result the conclusions reached by a majority. This conclusion was that the index of detergency in the work as conducted in our laboratory would be seven; that is, the seventh test piece was the first one which did not show any traces of the lines of soil.



Calandria for GARRIGUE Evaporator

The calandria or heating element of the GARRIGUE Evaporator consists of a flanged cast iron ring flared out at one end with seamless copper tubes expanded into heavy copper tube sheets. Expansion of the tubes is taken care of by the flexing of the upper or larger tube sheet. Proper circulation of the liquor through the tubes is obtained by baffling the flow of the steam within the calandria.

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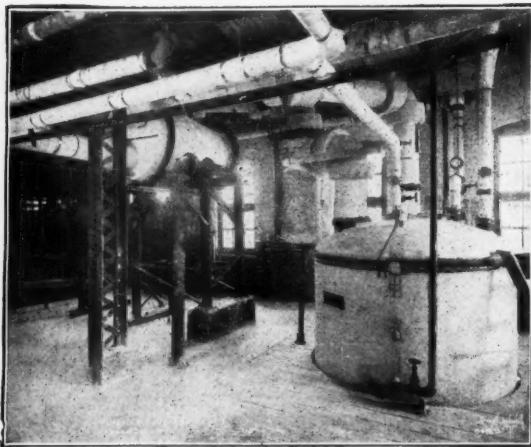
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Say you saw it in SOAP!

TEST "A"—3/11/29: Looking at the darkest samples from Test "A," we find that after 3 washes a trace of the soil still remains but that practically nothing can be seen on the piece washed 4 times. In the case of the lighter samples from Test "A," nothing can be seen on the piece washed 3 times.

TEST "B"—3/14/29: Looking at the darkest samples we find a faint suggestion of soil remaining after 4 washes, while on comparing the lighter samples from this wash we find only a faint suggestion after 3 washes, and nothing after 4 washes.

TEST "C"—3/18/29: Looking at the darkest samples we find a trace still remains after 4 washes, and after 5 and 6 washes a suggestion of the line is still present if the cloth is examined extremely carefully. Looking at the lighter samples we find practically no soil left after 3 washes, and a mere suggestion after 4 washes, and nothing after 5 or 6 washes.

I am inclined to consider the results of this test unsatisfactory for the reason that the soil was too easily removed, most of it being removed in the first wash; and after the third wash only a trace remained. Furthermore, the soil is not evenly removed, that is, a piece washed in one jar may be a little lighter than a piece washed in another jar,

This result may be due to unevenness in the printing of the soil on the cloth, or an unequal mechanical action in the jars. If all the soil washes out after three or four washes, it appears to us that the detergent efficiency of different soaps could not be graded closely enough to be of the practical value contemplated, especially if the same soap will, in one test, wash the fabric clean in four washes and in another test wash it clean in three washes. However, we understand that the main purpose of this series of tests is to determine whether the machine itself, that is the Launder-Ometer type, is a machine of satisfactory type to use in future work on detergency. We have used our Launder-Ometer considerably and while certain improvements are indicated, we feel that it is a satisfactory type of machine for future work on detergency—that is, until a better is devised. For example, the Launder-Ometer permits the running of 20 tests at once under identical conditions and this is a decided advantage.

The objections to the machine which we have noticed are as follows:

The sample piece shows a tendency to stick to the inside of the cover, allowing the balls to beat on it excessively, thus tending to produce uneven washing. This was especially

(Continued on page 119)

OIL OF BERGAMOT ~ VILARDI

A MANUFACTURER buying this brand is assured of securing an oil from the most important and reliable source of supply. It assures the user of obtaining absolutely satisfactory results—

Ask us for a sample and be convinced that the

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is the kind you should use.

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Case Hardening	Sulphur
Chromic Acid	Thiourea
Copper Cyanide	Urea
Copper Sulphate	Yellow Prussiate of Potash
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Formic Acid	

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Official Publication of *The Insecticide and Disinfectant Manufacturers Association*.
Harry W. Cole, Holbrook, Mass., Secretary.

Fifteenth Mid-Summer Meeting

AS we go to press, the Fifteenth Annual Meeting of the Insecticide & Disinfectant Manufacturers Association is being held at the Edgewater Beach Hotel in Chicago. Representatives of over one hundred companies in the industry are gathered together discussing the common problems of the business in which they are all engaged.

When the manner in which the household insecticide and disinfectant industry has expanded during the past few years, is realized, the rapid growth in the size of the Association does not seem disproportionate. Where five years ago, twenty or twenty-five men of the industry would sit down at a meeting, the registration at meetings to-day is close to two hundred. The Association has grown from what used to be a small group of close friends in the business, to an active, virile, aggressive organization of national scope. Along with its increase in membership has come an increase in prestige. Where its membership used to be confined chiefly to smaller firms, it now numbers among its members firms of many millions in capital and of international reputation.

Through this period of rapid growth, the new blood has not changed very materially the general character of the Association. Its old close-knit, friendly character remains. There has been no division of interests, no formation of opposing groups within. Merely, the Association has grown larger and more powerful without sacrificing the old close contacts. As such, it has been enabled to carry on its work in a manner which would not be possible otherwise. Truly, it is a unique example in the annals of trade association history.

As fifteen years of its activities are completed, it is interesting to mark the changes which have taken place over that period. Liquid insecticides which fifteen years ago were manufactured and sold by only a few companies, are to-day being made by over five hundred firms in the United States. This has been in addition to an increased use of the standard powdered insecticides during the

same period. The industry has really made the world "insect conscious." The manufacture of deodorants, especially deodorizing blocks and crystals has also expanded phenomenally during these years. New disinfectants and germicides have been brought out in great numbers and their consumption increased. The character of the disinfectant business from the ethical standpoint has been greatly improved.

The Fifteenth Mid-Summer Meeting marks great progress in the industry, a progress which the Association has fostered and with which it has kept step. Its membership can look with just pride to what the past fifteen years have done for their industry. May the next fifteen be as fruitful!

Status of Patent Suit

THE suit of the Terry Fly Spray Company against the An-Fo Manufacturing Company for infringement of patent covering a kerosene-pyrethrum insecticide, will probably come to trial in October in the United States District Court at San Francisco, according to advices from the Pacific Coast. A legal battle of some magnitude is anticipated as both plaintiff and defendant will be represented in court by patent counsel of national reputation. Fish, Richardson & Neave of New York and San Francisco are representing the An-Fo Company and Miller & Boyken of San Francisco the Terry interests.

The Terry suit is admitted by manufacturers of liquid pyrethrum insecticides to be of an extremely serious nature. If the patent owner has his claims validated by a United States Court, several hundred other manufacturers of liquid insecticides will be forced to suspend manufacture, if the plaintiff so desires, or else will have to operate under a license granted by the patent owner. With a court decision in his favor, the belief is prevalent that the plaintiff would naturally place a price on licenses which would make it possible only for the largest manufacturers to continue in the business, and these at a very material increase in costs due to license fees.

Your Last **WARNING**

NATIONAL INSECT KILLING WEEK, JULY 7 to 13th, is only next month, so if you have not already arranged to cooperate, write to the Committee at once.

A complete series of news items for *your* local Newspapers will be released June 5th, to those who are contributing to the expense of this cooperative effort.

All you INSECTICIDE MANUFACTURERS,— Get aboard and do your share.

The Committee still has a plentiful supply of streamers and stickers. The streamers are \$15.00 per thousand, and stickers are free to those who buy streamers.

Full page ads will appear in the leading drug trade magazines urging retailers to cooperate. You should be prepared to supply streamers to your dealers without delay.

As a manufacturer, you know how badly educational work is needed in the insecticide field. Do your share in this common effort.

Only a few weeks left so get busy at once

A large number of wholesale druggists have requested a supply of streamers, indicating the widespread interest in this week.

Address the Committee: John Powell, Chairman,
114 E. 32nd St.,
New York.

President H. W. Hamilton's Address

President Hamilton Reviews Association's Work and Com- ments on Present Firm Condition

GREAT problems face the world—while experts seek to solve reparations settlements from our last great struggle, new wars and revolutions are in progress. Financial changes with far reaching effects are causing variations and turbulence on the great money markets. At home our Congress is wrestling with the tariff and farm and flood relief. All of these factors involve our trade at home and abroad. The world is largely at peace as far as great major struggles with arms are concerned, but commercially and financially the greatest combats ever known are being carried on. The very structure of society will continue to change rapidly. As a trade organization composed of representatives of American Industries, we are interested in these matters, their causes and possible effects. The program so carefully prepared will help us to understand and benefit by the present national and world conditions.

An Association such as ours represents a united industry. We are bound together by common interests and problems. Such affairs as involve all are best dealt with in unison. The products we offer for sale must first have our attention. This Association wants to see only good products made by the members of this Association and I am certain that only meritorious products are made and sold. We want to discourage the sale of inferior and misbranded products. This can best be done by unified cooperation and by assisting the State and Federal units entrusted with the enforcing of the laws which relate to us. The relations of this Association with the State and Federal authorities should be closer. I hope that as time goes on steps can be taken in this direction. Your President called at the offices of the Federal Food, Drug and Insecticide



H. W. HAMILTON

Administration last December as a step in this direction. I believe that the representatives of the law enforcing branches of our Government should show us how we can be of greater assistance to them. Another feature of the governmental activities, in which we are interested, comes not under the heading of the enforcement of the laws but in scientific research. To those men and women so engaged we offer our cooperation.

WE are interested in the selling of our products. The Association will soon foster a National Insect Killing Week. It is our first attempt at any unified advertising. Your committee has worked hard. The results are promising. The cooperation from manufacturers, both members and non-members, has been most gratifying. I recommend that your committee be requested to give us a report of a survey to be made during and after the Special Week telling us what results were obtained. This would be in addition to the report regarding the details of the Week. This should be available at our annual meeting and would prove of value in organizing other activities of this kind. In the meantime each member firm should do all in its power to make this Week a success for all are certain to benefit and each manufacturer will profit somewhat in proportion to the effort expended.

We have all been seeking to make our Association larger in number of members and more complete in its functions. The more I consider this the more I am convinced that we should not hastily make any changes. There are many advantages to an intimate organization plan as we now have it. A special committee, appointed last December to study these matters, will report to you at these meetings. The results of its investigations, and its recommendations should have your careful consideration.

In the past years I have seen this Association grow from a small group, to a slightly larger group. There was a lack of interest and there was little money. Today it is well financed. The condition of our treasury was never better. This has been accomplished not only by a larger membership but by care in the

UNCO Lilacena

Many manufacturers of sprays, insecticides, liquid soaps and some perfumers still rely on Terpineol to give a lilac character at a low cost but a rapidly increasing number have discovered that better results at no increase in expense are attained by the adoption of

UNCO LILACENA

It is much closer to the true lilac fragrance and its unusual strength and covering power combined with its low cost make UNCO LILACENA the ideal perfuming material for a wide variety of uses. A trial usually results in its permanent adoption.



UNGERER & CO.

NEW YORK

Say you saw it in SOAP!

9:30
10:00

expenses at our Conventions, by making them self-supporting, and this has been helped by the generosity of some of our associate and active members in inviting those present to be their guests at various times. The recent annual and semi-annual meetings have had an ever increasing attendance. The meetings of your Board of Governors have never been so well attended as in the past six months, and this is but further proof of our successful growth.

Every member of the Board of Governors, every officer and every committee has worked hard and willingly. You will hear their reports, you will enjoy the work of the program and entertainment committee. I feel very deeply the splendid support I am receiving from them and from you as individuals. But, I return to my first thought earlier in this address that the real fact remains that we are all working together to bring about solutions of our common problems.

H. W. HAMILTON,
President.

Program for Summer Meeting

The program for the Summer Meeting of the Insecticide & Disinfectant Manufacturers Association, held at the Edgewater Beach Hotel, Chicago, June 10, 11 and 12, follows. A complete report of the meeting, together with many of the papers and committee reports will be published in the July issue of SOAP.

On Sunday, prior to the regular opening of the meeting, a golf tournament was held on the Edgewater Beach Hotel's miniature course. In the evening, at 7 o'clock, the board of governors met. Following their meeting, a smoker was staged in the Berwyn room of the hotel. E. B. Loveland, of Stanco, Inc., was chairman of the program committee. His associates were H. W. Hamilton, Dr. Robert C. White, John Powell, Robert J. Jordan, Harry W. Cole, C. Campbell Baird, C. P. McCormick, Peter Dougan, F. W. Foreman, Fred A. Hoyt and J. L. Brenn. S. H. Bell was chairman of the entertainment committee, assisted by S. G. Scott. Mr. Bell is with American Tar Products Corporation and Mr. Scott is Chicago representative for Williams Sealing Corporation.

Monday—June 10th

MORNING

9:30 A.M. Registration.
10:00 A.M. Address of welcome—Mr. C. F. Lapham of Dengler, Lapham & Co on behalf of the Chicago Association of Commerce.

10:15 A.M. Response by Mr. H. W. Hamilton, President—Introduction and welcome to new members and guests.

APPOINTMENT OF RESOLUTIONS COMMITTEE

10:30 A.M. Report of President, Mr. T. W. Hamilton.
10:45 A.M. Report of Treasurer, Mr. Robert J. Jordan.
11:00 A.M. Report of Secretary, Mr. Harry W. Cole.
11:15 A.M. Report of Membership Committee, Mr. John Powell.
11:30 A.M. Report of Publicity Committee, Mr. Ira P. MacNair.
11:45 A.M. Report of Trade Ethics Committee, Mr. Fred A. Hoyt.
12:00 M. Report of Disinfectant Committee, Mr. Peter Dougan.
12:15 P.M. Report of Entertainment Committee, Mr. S. H. Bell.
12:30 P.M. Adjournment for luncheon—North Room, Edgewater Beach Hotel.

AFTERNOON

2:00 P.M. Report of Insecticide Standardization Committee, Dr. R. C. White.
2:15 P.M. Report of Department of Commerce Relations, Mr. Wallace Thomas.
2:30 P.M. Speaker—"Foreign Markets," Mr. Franklin Johnston of *American Exporter*.
3:15 P.M. Insect Killing Week, Mr. John Powell.
3:45 P.M. Discussion of patent suit now pending in California against the An-Fo Manufacturing Co.
5:00 P.M. Adjournment.

EVENING

Theatre Party.

Tuesday—June 11th

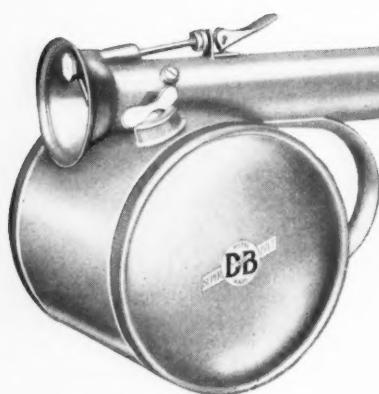
MORNING

10:00 A.M. "Your Product as a Preventive," Mr. Ira P. MacNair.
10:15 A.M. Report Insecticide Committee, Mr. F. W. Foreman.
10:30 A.M. "How to Organize, Plan and Carry Out a Special Sales Week," Mr. L. T. Wallace, Manager, Chicago Office, H. K. McCann Co.
11:00 A.M. Report of Simplification and Standardization of Nomenclature
(Continued on page 103)

D & B SUPERBILT

CHEMICAL SPRAYERS

DISTINCTLY ORIGINAL AND SUPERIOR



No. 35
Nozzle Cap
with Strainer

No. 35

CAPACITY 3 QUARTS

A powerful Chemical Atomizer for Flies, Mosquitoes, Moths and Insects of all kinds.

Automatic lever nozzle, adjustable for light or heavy sprays without change of caps. Very high pressure is secured by setting sprayer down for pumping.



**Set down
for Pumping**

No. 10 D&B Superbilt Combination Chemical Sprayer

with Air Regulator and Volume Control

CAPACITY 1½ GALLONS

This is a powerful chemical atomizer in combination with an ordinary compressed air sprayer—produces the results of both with many variations in between.

The Air Regulator

A very important feature in this sprayer is the new patent air regulator. It is capable of a wide range in nozzle adjustment to make it produce a heavy spray, medium mist, or the very finest vapor fog. Works equally well with heavy or light oils or other spraying materials.

*Write for catalog on our
complete line.*

The Dobbins Manufacturing Co.
North St. Paul, Minn.



Say you saw it in **SOAP**!

Report of Secretary Harry W. Cole

Reviews Association Activities Since Annual Meeting of 1928

IN the five and a half months which have passed since we have reported to you on the progress of the Association, much activity has been shown by the various state legislatures. Hundreds of bills of every conceivable variety have been introduced. Each of these bills has been carefully scanned to make certain that it contained no provision which in its practical application would prove harmful or detrimental to the interests of our members. Very few of these measures had any bearing on disinfectants. On the other hand, quite a few pertained to insecticides. Since most of the states have insecticide laws patterned after the Federal Act of 1910, it is not always apparent at first glance whether proposed legislation is intended to apply to agricultural insecticides or those meant primarily for household use. Where any doubt as to the intent has existed, careful inquiries have been made. Through our affiliation with The Proprietary Association we have been kept informed of bills introduced in state legislatures as well as at Washington, and this service continues to be of the utmost value, as it furnishes an opportunity to combat or contest unfavorable legislation while such bills are under consideration. Last December we reported to you that the year 1928 had been unusually peaceful so far as legislative activities were concerned. So far this year the law makers have been exceptionally active. More than 700 bills of all kinds have been filed. Very few have passed. In recent years a very strong effort has been made in all parts of the country to define by law who and who not shall be qualified to handle for sale certain commodities, the purpose apparently being to protect the drug trade to the fullest extent. Then there have been the usual crop of bills providing for increased revenue through taxation. Many of these are purely local measures and do not affect others than those resident in the state



HARRY W. COLE

where the law is to apply. On the whole, the industries which the Association represents, have been kept virtually free of annoying legislative troubles and it is hoped this condition will continue throughout the year. The proposed changes in the Federal Tariff Law have had our closest scrutiny. The Chairman of our Tariff Committee will tell you more about this in his report.

ONE matter in particular which has been called to your attention and which merits your most careful thought is the suit brought in California by the holder of an alleged patent covering the manufacture of pyrethrum liquid insecticides. This subject has had the most earnest consideration of your officers and at a later session you will hear a report on the matter and be privileged to participate in the discussion to follow. Every maker of insecticides of the pyrethrum type is indirectly involved in the outcome of this suit and the matter is of such far-reaching importance that it behooves all of us to cooperate to the fullest with those who have been chosen to represent the insecticide industry.

As you are aware, the week of July 7 to 13 will be known as National Insect Killing Week. This movement sponsored by our Second Vice-President, Mr. Powell, and backed by the Association, while in the nature of an experiment, promises to be highly successful. If the campaign continues to have the loyal support of our members and others in the industry, it is certain to make the public more insect-conscious and to greatly stimulate the sale of insecticides. Since it has become the fashion to have a week for this and a week for that at some time during the year, we submit that a week devoted to the greater use of disinfectants would be in order in the event that in another year the wisdom is not seen of tying the two campaigns together so that one particular week in the year is set aside for a concerted drive on the wider use of both insecticides and disinfectants. Mr. Powell is to be most highly commended on the time and enthusiastic effort he has given to this movement and the least we can do is to give him our hearty support.

The program for this series of meetings has been prepared by Mr. E. B. Loveland, of



PROFITABLE, DEPENDABLE **ZEF-IR** DEODORIZING PRODUCTS

MODERN crowded conditions make some method of air conditioning imperative in schools and other institutions. Zef-ir products are ideal for this purpose because they *purify* the air and are not merely perfumes.

Zef-ir Blocs in various sizes with neat wall containers are available to suit any conditions. Zef-ir Crystals are *handy and easy to use*, the volatile crystals being merely shaken about the corners of the room.

Zef-ir Blockettes are urinal cakes which are placed directly in urinals or the flush boxes of toilets. Being insoluble in water they evaporate slowly and maintain *sanitary and wholesome conditions*.

Write for samples and prices!

The HUNTINGTON LABORATORIES
INCORPORATED
HUNTINGTON-INDIANA

ZEF-IR
PRODUCTS

Say you saw it in SOAP!

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Stanco, Inc., New York City. Although the undertaking has been somewhat new to Mr. Loveland he has demonstrated his fitness for this important assignment and we are sure you will find the program to be highly interesting and instructive. To Mr. S. H. Bell, of the American Tar Products Company, Pittsburgh, has been entrusted the handling of the entertainment. If you like the luncheons, the banquet, theatre party, music and specialty features of the convention, you may know that all this has been made possible through the forethought and timely effort of Mr. Bell's committee.

YOUR Board of Governors has held three meetings since last we met in convention in December. Two of these meetings were held in New York and one in Chicago. Last year, as you will recall, the Board was enlarged in order to pay merited recognition to certain of our members who had shown unusual interest in our activities and at the same time to give us the thought and judgment of a more widely diversified group now making up the membership. It is very gratifying to report that at meetings of the Board all the members were present except those located at such distant points as to preclude their attendance. The Treasurer's report, which you have heard, shows that a very comfortable balance remains in the treasury and that expenditures have been kept well within a conservative limit.

Once more our membership has passed the hundred mark. Our growth in numbers has been slow, but substantial. Today we number as members, most of the important manufacturers of disinfectants and household insecticides in the country, and there is ample evidence that we are adding to our prestige and accomplishments. We continue to enjoy the close cooperation of the various Government departments, and receive with regularity the bulletins and new releases of a number of the trade associations having interests in common with our own. A spirit of harmony prevails and we confidently look forward to another good year in Association history.

H. W. COLE,
Secretary.

— • —

Imports of insect flowers into United States during March, 1929, amounted to 498,234 lbs., worth \$127,801, as compared with 2,057,271 lbs., worth \$522,942, imported during March, 1928, according to Department of Commerce figures.

Summer Meeting Program

(Continued from page 99)

clature of Disinfectants, Mr. W. H. Gesell.

11:30 A.M. "What Our Bureau Can Do for You," Mr. Flint Grinnell, Manager Chicago Better Business Bureau.

12:00 M. Report of Disinfectant Standardization—Dr. William Dreyfus.

12:30 A.M. Adjournment for luncheon.

AFTERNOON

2:00 P.M. Mr. J. O. Clarke, Chief, Central District, Food, Drug and Insecticide Administration.

2:30 P.M. Report of Increased Revenue, Mr. J. L. Bremm.

3:00 P.M. Report of Tariff Committee, Mr. C. C. Baird.

3:30 P.M. Report of Emblem and Slogan Committee, Mr. C. P. McCormick.

4:00 P.M. Speaker—T. W. Delahanty, Assistant Chief of the Chemical Division, Bureau of Foreign and Domestic Commerce.

4:30 P.M. Comparative Studies on the Hygienic Laboratory and the Department of Agriculture Methods for Determining Phenol Coefficients of Phenol-like Compounds—Dr. G. F. Reddish, Chief Bacteriologist, Lambert Pharmacal Co.

EVENING

7-10 P.M. Banquet, Black Cat Room Edgewater Beach Hotel.

Wednesday—June 12th

10:00 A.M. Report of Resolutions Committee.

10:15 A.M. "What's It All About," John N. Van der Vries, Chamber of Commerce of U. S. A.

10:45 A.M. "Keeping Step With Changing Conditions," Mr. Homer Buckley, President, Buckley, Dement & Co.

11:30 A.M. Unfinished business.

12:00 M. Final adjournment.

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No insecticides are manufactured in Palestine, those used being imported largely from United States. Exports of insecticides to Palestine from United States were valued at \$6,189 in 1928, an increase over the 1927 exports which were worth only \$2,699.



THE Container sounds the keynote of today's sales program . . . however commonplace the nature of product. "Empeco" Oblong Type Cans are notably practical in design . . . color branded in art ful lithography . . . attractive, impressive . . . a selling force. Liquid preparations . . . your own products . . . merit this form of announcement on enlarged display area.



METAL PACKAGE CORPORATION OF N.Y.
Sales and Executive Offices: 110 E. 42nd St. New York City
Opposite Grand Central Terminal
Plants—New York City, Baltimore, Brooklyn.
Chicago Office 64 West Randolph Street.

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Notes of the Trade

Plough Chemical Co., manufacturers of insecticides, toilet preparations and medicines, Memphis, Tenn., recently changed its name to Plough, Inc., because the word "chemical" seemed inappropriate in describing its products.

Zomite Products Corp. earned a net profit of \$89,600 during the first three months of 1929, equal to 51c a share on the outstanding capital stock. This compares favorably with the last two quarters of 1928, when the average quarterly earnings amounted to 38c a share. The fiscal year of the company has now been changed to coincide with the calendar year.

Williams Sealing Corp., Decatur, Ill., makers of Kork-N-Seal caps, have inaugurated a national advertising campaign, their first copy having appeared in the May 23rd issue of the *Saturday Evening Post*. The campaign is being designed to increase the sale of Kork-N-Sealed packages. McQuinn & Co., Chicago, are handling the campaign.

Emanuel M. West, who has been associated with the Ratin Laboratories for the past six years, and Arthur Cohen have formed a corporation known as the Wesco Service Exterminating Corp., doing a general extermination business and also handling and selling insecticides, disinfectants and related products.

U. S. Sanitary Specialties Corp., Chicago, recently issued a short pamphlet describing the various products sold by that company to maintain sanitary and hygienic conditions in buildings. Soap dispensing systems, disinfectants, deodorants and other U. S. Sanitary products are described.

Standard Exterminating Co., Ltd., New Rochelle, N. Y., was recently formed with capital of \$12,000 to enter the exterminating business. Incorporators are William E. Mansu, Henry J. Margotta, and George M. Farnelli, all of New Rochelle, and Roland J. Darrow, of New York City.

The Hudson Chemical Co., manufacturers of insecticides and cleansing preparations, St. Louis, moved from Arcade Bldg. to 114 Pine St. on June 1.

James Varley, that serious minded gentleman, the vice president who carries the pack for Baird & McGuire in St. Louis, contributes the following important piece of news:

Teacher.—How many sexes are there?

Collegiate.—Three.

Teacher.—Three!! What are they?

Joe College.—The Male Sex, the Female Sex and the Insects.

The plant and manufacturing rights of "Sweet Dream Insecticide and Mosquito Repellent" have been purchased by Vacher-Green, Inc., New Orleans. The equipment of the plant will be transferred from Montgomery, Ala., to the Vacher-Green plant at New Orleans.

The fourth edition of *The Ratin Magazine*, a quarterly publication issued by the Ratin Laboratory, Inc., New York, was published in May. Customers and friends may obtain complimentary copies by applying to the Ratin Laboratory.

Alsop Engineering Co., New York, manufacturers of "Hy-Speed" machines and "Blu-Glass" tanks, recently issued a new and complete catalogue of portable electric mixers and glass lined mixing tanks. Copies of this catalogue will be sent on request.

Monsanto, Illinois, is the title of an attractive booklet recently issued by Monsanto Chemical Works, St. Louis. The booklet describes Monsanto, Illinois, situated just outside the city of East St. Louis, Ill., directly across the river from St. Louis. An industrial development, offering many attractions as a site for new industries, is being opened up there by Monsanto Chemical Works.

A. J. Redpar is now connected with The Selig Co., Atlanta, as plant superintendent. Dr. J. C. Vallebona, superintendent for the past seven years, has become chemical adviser for the company and will devote most of his time to research on soaps, disinfectants, and insecticides.

Exports of liquid household insecticides from United States during March, 1929, totaled 594,879 lbs., valued at \$175,000, according to Department of Commerce figures. Paste insecticides to the amount of 32,051 lbs., worth \$13,328, were exported during the same period. Exports of disinfectants totaled 138,226 lbs., worth \$20,060. During March of 1928, 1,785,742 lbs. of insecticides and disinfectants of all kinds, valued at \$404,630, were exported.



UNITY DEODORIZING BLOCK HOLDERS

Standardize on UNITY deodorizing block holders and eliminate the cost of making expensive dies or of having small quantities of special sizes made up. These holders will take crystals, blocks or urinal cakes, being furnished either in square or round form. They will hold blocks from 1 to 2½ pounds. Can be furnished in nickle, oxidized finish, white enamel or in practically any color lacquered finish.

UNITY GLASS SOAP DISPENSERS

Here is a low-priced, sturdy tilting liquid soap dispenser which will give your customers the kind of service they want. It is easily filled and needs no mechanical attention. Is made from solid brass castings and is nickle plated. We also supply push-up and all metal tilting dispensers.

In addition to block holders and soap dispensers we solicit your inquiries for drip machines and bulk urinal cakes, deodorizing blocks, liquid soap, powdered soap, disinfectants, insecticides, polishes, etc. What are your needs?



UNITY SANITARY SUPPLY CO.

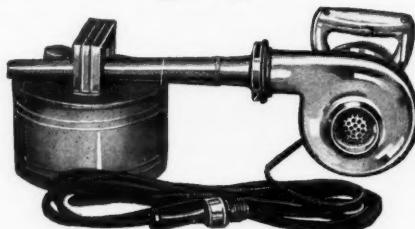
183 WATER STREET

NEW YORK CITY

Increase Your Insecticide Business with these Electric Sprayers

Hand spraying is too slow and laborious for modern industry and institutions. Offer them an up-to-date high speed electric sprayer, and you will get their business. Many leading manufacturers of industrial insecticides are finding the Tornado the biggest stimulant to sales that they have ever used!

The appeal of the electric sprayer brings in plenty of NEW business. And because the electric sprayer is so easy to use and gives such splendid results it makes old customers use more insecticide and consequently BUY more



Breuer's Tornado Portable Electric Sprayers

are the most powerful and efficient of their type on the market. Handle all liquid insecticides, germicides, and disinfectants. Model 6 ball bearing ½ H.P. G-E motor, is for heavy duty service in mills, warehouses, and larger institutions. Model 50, with ½ H.P. G-E motor, is designed for smaller plants and institutions, as well as for home use.

Write today for complete description and full particulars

Please send full particulars on the Breuer Portable Tornado Electric Sprayer. No obligation.
BREUER ELECTRIC MFG. CO.,
862 Blackhawk St., Chicago, Ill.

Name _____

Address _____

Mail the
coupon
today.



Say you saw it in SOAP!

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United States exported 116,225 lbs. of metal and stove polishes during February, 1929, valued at \$19,296, with the Philippines taking 38,294 lbs. of this material at a price of \$6,113. Exports of shoe polishes totaled 206,263 lbs., worth \$60,539, with Argentina and Cuba the principal consumers. Leather dressings and stains to the amount of 107,858 lbs., worth \$2,346, were exported from United States during February, 1929. United Kingdom led in purchase of floor, wax, wood and furniture polishes, taking 37,048 lbs., worth \$13,822, of the total U. S. exports which totaled 187,127 lbs., worth \$47,240. Exports of automobile polishes amounted to 95,087 lbs., valued at \$25,166, France leading the consumers by taking 15,262 lbs., at a price of \$5,535.

The Dee-O-Do Chemical Co., 3223 Armitage Ave., Chicago, deodorizing block manufacturers, has changed its name to the Process Chemical Products Co., and has undertaken a distinctive re-labeling of merchandise.

Joseph De Lorme, of Riviera Products Co., Chicago, recently returned from an extended trip during which he visited all the large cities in the South, the West Coast and the Northwest.

Huntington Opens N. Y. Office



JOHN H. DRURY

Huntington Laboratories, Inc., Huntington, Ind., manufacturers of sanitary products, have opened a new branch office in New York, in charge of John H. Drury, president of Drucham Laboratories, Inc. The office is located at 1 Madison Ave., New York, in the Metropolitan Tow-

er Building, telephone Caledonia 9781. This step is in the nature of an affiliation between the two companies. All manufacturing will be done by Huntington Laboratories in the future, with maintenance and service being taken care of by Drucham Laboratories. Complete stocks of all Huntington products will be carried in the New York office for the Eastern market. W. Hepburn Chamberlain, formerly secretary, treasurer, and director of Drucham Laboratories, has resigned these offices, and will no longer be connected with the company in an executive capacity.

SOAP POWDER

Special light aerated powder

In barrels or cartons for the trade under private label.

SCOURING POWDER

In barrels or sifter top cans under private label.

Also manufacturers of

Scouring Soap
(in cases)

Oil Soap
(in barrels or cans)

Blue Mottled Soap
(in cases)

Hard Water Soap
(in cases)

Drain Pipe Solvent

All made to meet your individual requirements.

Let us discuss them with you.

M. SCHNEIDER & SONS

A name backed by 125 years of continuous soap manufacture.

419 Hamilton Ave.

Brooklyn, N. Y.

TAR ACID OIL

20% 25% 30% 36%

Naphthalene Free — White Emulsion

SPECIAL OILS
for making DISINFECTANTS complying in
BENZOPHENOL CONTENT
with the
FEDERAL CAUSTIC POISONS ACT

THE DOMINION TAR & CHEMICAL CO.
LIMITED

424 CANADA CEMENT BUILDING
MONTREAL, QUEBEC

MORTEX Theatre Spray

Can deliver either in concentrated form, or ready to use in several different odors, including ROSE, VIOLET, JASMINE, ORIENTAL AND fancy French BOUQUETS. Since we make a specialty of these theatre sprays and produce them in large quantities, we can quote very attractive prices.

Shall we send samples together with information?

A. SREBREN & CO.

247 E. ILLINOIS ST.
CHICAGO, ILL.

New Patents

(From page 59)

No. 1,711,503, Process for Manufacturing Emulsive Preparations, Patented May 7, 1929, by Arnold Nesbitt MacNicol, of Melbourne, Victoria, Australia. A process for manufacturing arsenical soaps comprising mixing wool fat with a caustic alkali and an alkali arsenite, and emulsifying the resulting mixture.

No. 1,713,920, Hand Washing Powder, Patented May 21, 1929 by Kurt Rohler of Allentown, Pennsylvania. A detergent in powder form, consisting of a mixture of fifteen parts of dry, finely ground wood pulp, twelve parts of sal soda, three parts of neutral fat, seven parts of green soap, one and one-half parts of finely pulverized pumice, and one part of turpentine varnish.

No. 1,714,054, Cleansing Composition, Patented May 21, 1929, by Adren B. Strawther of Lexington, Kentucky. A hand cleansing composition, consisting of the constituents of substantially 300 parts by weight of finely divided wood, substantially 280 parts by weight of sodium carbonate, substantially 280 parts by weight of soap, substantially 25 parts by weight of sodium borate and substantially 5 parts by weight of powdered ammonium salt.

No. 1,688,717, Method of Moth-proofing Fabrics, Patented October 23, 1928, by Hilton Ira Jones of Wilmette, Illinois. The herein described steps in a process of moth-proofing fabrics, which consists in first treating the fabric within an aqueous solution of casein and subsequently treating the fabric with an aqueous solution of a salt of a rare earth metal.

Associated Drug and Chemical Industries of Missouri has been organized in St. Louis, to provide a clearing house for trade problems in the drug, chemical, insecticide, sanitary products and toilet preparations fields. Lunches will be held the first and third Wednesdays of each month at American Hotel. Charles W. Barth, Antikamnia Chemical Co., is head of the new association. Charles F. Montgomery, sales manager for Lambert Pharmacal Co., is secretary, and W. W. Schneider, secretary of Monsanto Chemical Works, is treasurer.

Republic Steel Package Co., Cleveland, is now offering a new type of open or removable head light weight drum. It sells at a considerably lower price than heavier drums, and is designed as a one time shipper.

HUDSON SPRAYERS

*help your product
make good!*

EIGHTY DIFFERENT STYLES

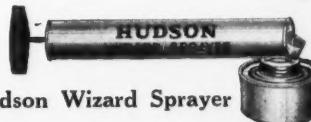
from which to choose —
from 5 ounces to 100 gallons

"A Pattern for every Purpose"

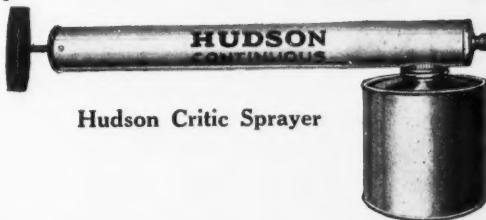
Here are four outstanding patterns in the insecticide world today.



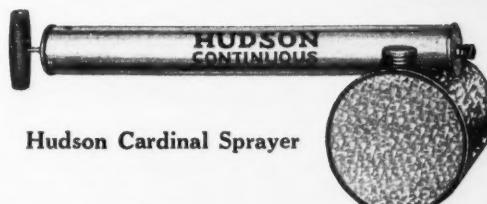
Hudson Fog Sprayer
Trademark Registered



Hudson Wizard Sprayer



Hudson Critic Sprayer



Hudson Cardinal Sprayer

Write for 42 page catalog.

HUDSON
MANUFACTURING CO.

589 East Illinois St. North Pier Terminal Bldg. Chicago
New York City Philadelphia Minneapolis
147 Chambers St. Dela. & So. St. 324-3rd Ave., N.



A DISTINCTIVE HOLDER AND A SUPERIOR DEODORIZING BLOCK

There is less sales resistance on Puritor Blocks because they are *different*. Not only are the holders attractive and appealing, but the blending of the perfumes and the process of manufacturing, cause original sales to repeat without effort.

Write for territorial rights—

PURITAN CHEMICAL COMPANY ATLANTA, GEORGIA

Get Our Prices on Any Shape or Size—It's Cheaper Than Making Them Yourself



LETHANE

Patent Applied for

LETHANE CONCENTRATE

Replaces Pyrethrum Flowers

Either wholly or in part, in the manufacture of household insecticides. Non-irritating and non-injurious to materials. Uniform and positive in action.

LETHANE 22

A New Insecticidal Fumigant

Highly penetrating and unexcelled in efficiency by any other fumigant. Non-toxic, easily applied and the most economical insecticide of its type available.

Further particulars and samples gladly furnished

Office.

222 W. Washington Sq.
Philadelphia, Pa.

Röhm & Haas Co., Inc.

Works

Bristol, Pa., and
Bridgesburg, Pa.

Say you saw it in SOAP!

Marion L. J. Lambert, formerly of Lambert Pharmacal Co., makers of Listerine and Listerine tooth paste, has recently organized Lambert Laboratories, Inc., to take over the manufacture and sale of Dew deodorant, formerly made by George C. V. Fesler. C. F. Montgomery, formerly sales manager of Lambert Pharmacal Co., will be sales manager of the newly formed concern.

Dethol Manufacturing Co., makers of insecticides, has arranged with S. J. Hanick Co., Philadelphia, to handle the window display campaign for Dethol products again this season.

New York offices of General Naval Stores Co. have recently been moved to new and larger quarters in the New York Central Building, 230 Park Ave.

Cunningham Cleanser Corp., Mineola, has recently been incorporated for \$30,000 to deal in soaps, dyes, etc.

Mooney & Bueter Co., manufacturers of soap dies, recently moved their plant and offices from 554 to 564 West Randolph St., Chicago.

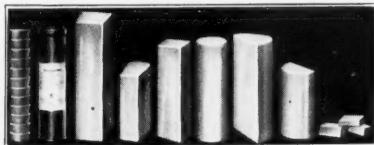
Insecticide Market in Belgium

American insecticides compete favorably with domestic and other imported products in the Belgian market, according to Department of Commerce findings. The Department advises that insecticides for sale in the Belgian market be packed in cans rather than in bottles, and that the text on the container be in both French and Flemish. Cans containing one liter are the ones most used, it being inadvisable to introduce larger cans until the reputation of the products is established.

Syria uses about \$5,000 worth of household insecticides yearly, with the market growing rapidly as educational work proceeds. Most of the liquid spray insecticides are United States products which compete favorably with French products in spite of being higher in price.

Karl Kiefer Machine Co., Cincinnati, recently issued an attractive twelve-page booklet describing the Kiefer Automatic Rotary Vacuum Filling Machine, listing the names of various users of the machine, and naming some of the products which are packaged on this machine. Copies of the booklet may be obtained by addressing the Cincinnati office.

The World's Largest Manufacturers of Deodorizing Blocs!



A SIZE TO FIT ANY CONTAINER

Deodorizing and urinal blocs are made in shapes and sizes to fit any container, and are packed in cans and packages with private labels. Attractive and handsome containers in oxidized, white enameled, and nickel plated finishes are furnished with jobber's name plate, when ordered.

Originators and Pioneers of U. S. Aerzonator Blocs!

"Perfume To The Last Crystal"

Being the largest producer of deodorizing blocs in the world—naturally we are jealous of the good name of the Aerzonator. Meticulous care is exercised to maintain the Aerzonator's quality. Only the finest essential oils are used in its manufacture. Because of our scientific process of manufacture, we produce blocs of outstanding distinction . . . uniform, hard and lasting . . . known the country over as blocs which "perfume to the last crystal." To jobbers concentrating on the sale of the Aerzonator . . . there is the prestige of marketing a bloc which has *made a name for itself* . . . the assurance of ready and profitable market, repeat order business, the building of good-will. Record production, popular demand enables us to lower jobbers' prices. *Glad to give you facts and prices!*

U. S. SANITARY SPECIALTIES CORPORATION

Laboratories and Works
435 S. Western Ave., Chicago

New York Division

59-63 East 12th St., (near B'way)

now offering

WATER SOLUBLE ODORS

for theatre sprays

Lily Oriental — Rose — Verbena — Lilac
Carnation — and others

of the same quality as our regular line for

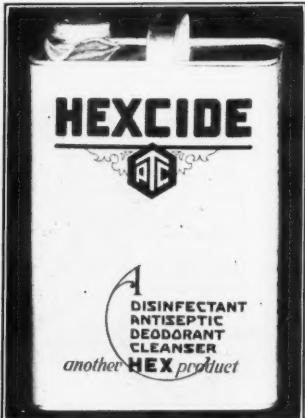
LIQUID SOAPS, DEODORANTS, SPRAYS, etc.

These odors are fragrant, stand up perfectly and will last. They are priced reasonably. *Samples and quotations on request.*

Do you want an individual odor in your products—something that is noticeable among competing sprays, deodorants, liquid soaps, etc. If so, tell us what type of perfume you want and we will originate something for your exclusive use.

GEORGE V. GROSS CO. 30 OLD SLIP
NEW YORK CITY

Los Angeles Office—782 South San Pedro St., M. B. ABRAHAMS



HEXCIDE Disinfectant

In bulk to the trade

A real germicide, cleanser and deodorizer. Fully meeting requirements of U. S. Dep't. of Agriculture. Makes a Milky White Emulsion with pleasant odor. No sediment or separation. Phenol coefficient guaranteed. Prices and samples on request.

From a gallon lithographed can to a tank car

TAR PRODUCTS CORPORATION

(NEW ENGLAND DIVISION, AMERICAN TAR PRODUCTS CO.)

REFINERS and MANUFACTURERS

New Industrial Trust Bldg.

NEW YORK OFFICE:
120 BROADWAY

Providence, Rhode Island

WORKS:
EAST PROVIDENCE, R. I.
NEW HAVEN, CONN.

Say you saw it in SOAP!

First Quarter Insecticide Exports

Exports of insecticides, fungicides, and disinfectants from the United States during the first three months of 1929 amounted to \$980,755 as compared with \$1,665,735 during the same period of 1928—a decline of 41 per cent. This decrease was due almost entirely to smaller shipments of household insecticides; agricultural insecticides remaining almost stable at slightly less than \$400,000 for the three months period. The following table shows details of the United States exports of insecticides and disinfectants for the first quarter of 1928 and 1929:

	1928	1929
Lead arsenate	\$25,284	\$37,870
Calcium arsenate	8,833	32,824
Prepared animal dips		
Other agricultural insecticides and fungicides	147,092	117,391
Household insecticides, powder and paste		38,978
Household insecticides, liquids	1,269,387	470,639
Household disinfectants, deodorants and germicides		73,141

On Powders and Flakes

(From page 27)

a mass whose weight is considerably less than that of the same volume of ordinary liquid soap. After aerated, the soap will be frothy and very light and may be sprayed with greater facility upon the apron. While a thinning fluid has been found desirable, its use is not essential to the aerating step, as liquid soap of any consistency may be whipped to increase its volume.

Referring to the illustration liquid soap is fed into the vat 2 through the supply pipe 3 containing the supply control valve 4. The supply pipe 3 may lead directly from the large vat wherein the necessary constituents are thoroughly mixed and prepared into soap. The solution taken from such a vat may contain about 25 per cent moisture. In the vat 2, the volume of liquid soap is increased by being mixed with water or other suitable fluid, such as alcohol or acetone, which reduces its density to permit free flow, besides being thinned out considerably. The thinning fluid is fed into the vat 2 through the valve 5 and pipe 6. This fluid is mixed with the soapy solution by means of an ordinary wire stirrer 7 usually employed where a mixing action is preferably over an ebullition or kneading action. A hot air jacket 10 surrounds the mixing vat 2 to keep the contents thereof at a definite temperature.

From the vat 2, the liquid soap of reduced consistency is fed through the valve 11 into the whipping vat 12, which, as shown, is of

KING & HOWE
IMPORTERS Incorporated MILLERS
PYRETHRUM

11 CLIFF ST. NEW YORK

Insect Powder

Half Closed Dalmatian

Closed Dalmatian

Japanese

Contracts Solicited

Insect Flowers

Allow us to quote you direct from the go-downs of Japan and the interior collecting centers of Dalmatia or on our spot stock

"Headquarters for Bulk Buyers"

THE WHITE TAR COMPANY
of New Jersey, Inc.

Founded in 1886

Belleville Turnpike

Kearny, New Jersey



Naphthalene of Uniformly High Quality

Refined — High melting point — Prime White. In flakes, crushed, crystals, lumps, powder, balls, tablets, blocks—for use in making moth preventives and deodorizing blocks. Furnished in bags, kegs, barrels and small retail packages. A carton or a carload.

**Spring contracts on Naphthalene
now being closed**

F. O. B.
Works
Kearny
New Jersey
Cincinnati
(Ivorydale)
Ohio

INSECT POWDER- BRAND

The value of Pyrethrum lies in its content of killing power value.

Trade designations are a poor substitute for quality since they tend only to confuse the buyer and make substitution easier.

Selection for purity and toxic value only, governs our definite control over Powco Brand Insect Powder.

Our technical and practical experience covers all phases of that complicated subject—Pyrethrum.

"National Insect Killing Week—July 7th to 13th."

JOHN POWELL & CO., Inc.

Specialists in Pyrethrum

114 E. 32nd STREET

NEW YORK

Say you saw it in **SOAP!**

the ordinary type. The whipper comprises simply the belt driven shaft 13 carrying wires or rods 14, which stir and aerate the material. The construction is such that the stirring instrumentalities, i.e. wires or rods, pass through the viscid mass with a smooth-cutting, as again distinguished from either an ebullition, or kneading action, whereby there is obtained indefinitely repeated cutting of the occluded air into smaller and smaller subdivisions with comparatively small levitation or expulsion of the air, or conversion of the mass throughout into froth or foam. In this machine, the soap is brought into a foaming mass. During the aerating step, the liquid soap is kept at a definite temperature.

The soap then passes or preferably is sucked through a pipe 14¹ by a pump 15, and sprayed in the form of a mist upon the traveling surface 16, forming a thin film or pelicle of soap whose thickness may be governed by the sprayer 17. The soap, owing to its plastic and adhesive character, will remain upon the belt and will spread evenly by its own action. As the belt travels along its upper horizontal run, warm dry air to remove the moisture is directed against the soap by means of the blower 18 and manifold 19 having any number of jets 20 from which the air is omitted. By the time the soap reaches the end of the belt's horizontal run, it will be of a spongy and friable nature, that is, there will be a tendency for it to crumble into fine flakes as soon as it is disturbed. It is here proposed to provide such disturbance by creating an abrupt break in the straight run of the belt. The comparatively small diameter roller 21 serves this purpose, while, if so desired, an auxiliary means may be used to remove soap which persists in clinging to the belt. This auxiliary means is in the form of one or more blades 22, which lightly bear against the belt without wearing or destroying it. It is to be noted that the flakes are permitted to drop practically untouched into the receptacle 23, which prevents lumping. It is further to be noted that the use of this particular process will produce a flake, which is very spongy in character, and which is friable, so that it will immediately break or crumble into bits when disturbed. The flake dissolves instantly upon mixing with a washing fluid.

These are a few of the processes which have been patented in the United States during the past twenty-five years and are representative of the trend in the industry. In the following issue of SOAP, a brief summary of the patents covering soap powders and flakes from 1864 up until the end of 1927 will be given.

(To be concluded)



**Handles Like A Gun
And is Just As Deadly
to
Germs - Insects - Moths
Offensive Odors**

The Presto Model 102 Electric Spray Gun is a new and effective weapon for use in exterminating germs, insects, moths and offensive odors.

For it gives users of disinfectants, insecticides and deodorizing liquids a handy, fast, inexpensive method of application.

The coupon will bring you complete information regarding the easily handled, easily controlled Presto 102 Electric Spray Gun—the high speed Universal motor that assures long trouble-free operation—the pistol shaped handle that fits comfortably in the hand—the specially designed fan that completely atomizes the liquid in the jar—the low price that makes the gun profitable on small, intermittent jobs. Mail the coupon today.

Metal Specialties Mfg. Co.

336-352 N. KEDZIE AVENUE, CHICAGO

Mail the coupon today

Please send me the special folder and prices on the Presto 102 Electric Spray Gun.

Name

Company

Address

City, State

You May Have Good Ammunition



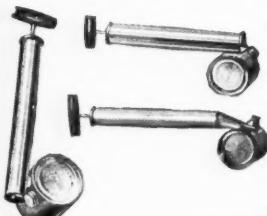
But What About
The **GUN?**



Your product may be first class in every respect and yet fail to give 100% satisfaction because of an imperfect sprayer. The better the sprayer the better they like your product.

ACME Sprayers Cover Every Need

Our fifty years' experience assure you of the best sprayers that money and skill can produce. Every sprayer we ever sold carried a money-back guarantee, and our ever-expanding business gives evidence of the unquestioned superiority of the ACME line.



Four Great Improvements

—feature our No. 200 sprayers—a Drip cup which keeps the liquid from dripping on the floor or person; air and spray tubes co-ordinated to produce a mist or fog that hangs in the air longer; special processed leather plunger cup takes hold instantly and gives full volume; vent in can screw prevents siphoning when not in use. Remember, if we haven't the sprayer your product calls for, we will make it for you.

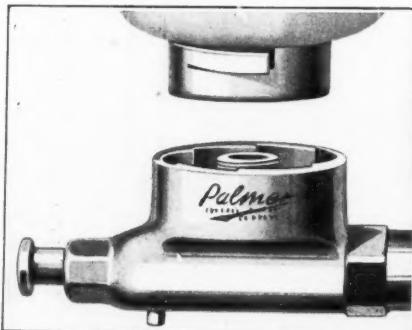


Write for samples and prices.

POTATO IMPLEMENT COMPANY, Dept. 34, Traverse City, Mich.

Liquid Soap Dispensers with a New Bowl Replacement Feature

Broken bowls easily replaced without cement, or sending the parts to the factory. Brackets need not be taken from wall.



Bowls are as securely attached to bracket as if cemented and cannot be removed unless broken.

The New Palmer "Letter Series" Line
A Style for Every Requirement — Fully Guaranteed.
Write for Descriptive Literature.

PALMER PRODUCTS, Inc.
Main Offices, Factory and Laboratories
WAUKESHA, WISCONSIN
New York Office - 528 W. 40TH ST.

Manufacturers of
School Supplies
Janitor - Sanitary

Send for
Complete
Catalog

Say you saw it in SOAP!

Trade-Marks Filed

(From page 59)

soaps and cleaners. Filed by Geo. W. Simmons Corp., New York, April 16, 1929. Claims use since Nov. 10, 1927.

Plee-zing—This in outline letters describing soaps and cleaners. Filed by Geo. W. Simmons Corp., New York, Apr. 16, 1929. Claims use since December, 1922.

Rat-Snap—This in solid letters describing rat poison. Filed by Elmer L. Terry and Walter Gennerick, Plainfield, N. J., Feb. 13, 1929. Claims use since on or about Jan. 1, 1904.

Deodicide—This in solid letters describing insect-destroying incense. Filed by Bird-Cleminson Laboratories, Sioux City, Iowa, April 16, 1929. Claims use since Feb. 1, 1929.

Trade-Marks Granted

No. 256,069. Soap. Colgate-Palmolive-Peet Co. Filed March 29, 1928. Serial No. 263,968. Published February 26, 1929. Class 4.

No. 256,079. Soap. Omega Chemical Co., New York. Filed May 22, 1928. Serial No. 266,826. Published February 19, 1929. Class 4.

No. 256,125. Milled Soap. Duz Company, New York. Filed December 19, 1928. Serial No. 276,952. Published February 26, 1929. Class 4.

No. 256,129. Waterless Soap and Cleaner. Dereur Manufacturing Co., Lake Worth, Fla. Filed December 17, 1928. Serial No. 276,835. Published February 19, 1929. Class 4.

No. 256,172. Kitchen Cleaner. Blue Diamond Soap Company, Cleveland. Filed September 15, 1928. Serial No. 272,466. Published February 19, 1929. Class 4.

No. 256,175. Washing Compound. Netto Importing Co., New York. Filed December 31, 1928. Serial No. 277,427. Published February 19, 1929. Class 4.

No. 256,197. Shaving Cream. J. B. Williams Co., Glastonbury, Conn. Filed December 28, 1928. Serial No. 277,335. Published February 19, 1929. Class 4.

No. 256,213. Cleaning and Scouring Compound. Oakite Products, Inc., New York. Filed December 20, 1928. Serial No. 277,019. Published February 19, 1929. Class 4.

No. 256,347. Insecticide. Amanda Elizabeth Wells, Covington, Ky. Filed January 5, 1929. Serial No. 277,648. Published March 5, 1929. Class 6.

VOGEL

Insecticide Sprayer



A substantially constructed sprayer that will stand up under hard usage, priced at a remarkably low figure.

Hand and continuous sprayers, designed and manufactured to give the greatest value for the least outlay.

Also Manufacturers of

Shaker Top Cans
for paradichlorbenzene crystals

Plain or Decorated

Tin Cans
for Pastes, Soft Soaps,
Dry and Liquid Insecticides.

**Holders for
Deodorizing Blocks**

Write us about your requirements and we will gladly submit samples and prices without any obligation on your part.

William Vogel & Bros.
incorporated

"IN BUSINESS OVER 50 YEARS"

**37-47 SOUTH 9th STREET
Brooklyn, N. Y.**

Bouquet No. 77

The

FLY SPRAY

PERFUME

THE season is fast approaching when fly sprays will be in great demand. Be prepared to offer your customers a product they will be pleased to use. A product in which the petroleum distillate is fully disguised when it is sprayed.

Bouquet No. 77 is economical to use—1 ounce to 1 gallon of spray. Guaranteed not to stain or possess a "medicine like" odor.

Let us submit samples.



Member

P. R. DREYER INC.
26 CLIFF STREET

NEW YORK

Grasse -

BERTRAND FRERES

- France

Sole Representative of

BERTRAND FRERES

Sole Selling Agent for

H. RAAB & CO.

Roermond, Holland

Artificial Musks

PAOLO VILARDI
Reggio Calabria, Italy
Messina Essences

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

NORD AFRICAN
COMMERCIAL
Alger, Africa
Oil Geranium

6 Features

*Distinguish Nox-Kwik,
The Perfect Insecticide*

1. NOX-KWIK kills flies, mosquitoes, bed-bugs, ants and other winged insects. (It does not merely stun as ordinary insecticides do.)
2. NOX-KWIK is always of standard uniform strength—100% active ingredients.
3. NOX-KWIK is non-poisonous and practically odorless. It will not contaminate food-stuffs.
4. NOX-KWIK is stainless. It will not harm the finest fabrics, furniture or metals.
5. NOX-KWIK is economical in use. Less of Nox-Kwik is required than the ordinary fly sprays.
6. NOX-KWIK will be pleasantly perfumed at slight additional cost.

[NOX-KWIK is packed in various size containers from a 65 gallon drum to a half pint can.

**Now ~ Quick Profits
and Repeat Sales**

FLY SPRAY

Nox-Kwik

FLY SPRAY

The All Purpose Liquid Insecticide

We are protected on raw materials for 1929 and can offer attractive prices and contracts on Nox-Kwik to Jobbers.

Please request samples and quotations. Furnished either scented or unscented.

U. S. SANITARY SPECIALTIES CORP.

Laboratories and Works — 435 So. Western Ave., Chicago

Say you saw it in SOAP!

Report on Detergency

(From page 85)

noticeable when using soiled cotton sheeting and steel balls. The washed test pieces were so uneven that these particular tests had to be discarded. Rubber balls give a more even soil removal; also the thinner fabrics wash more evenly. When conducting tests at 150° F and over, it is difficult to keep the jars tight, that is, the solution tends to leak out of the jar. At 170° F, this leaking is very troublesome. At times we have found some jars entirely empty at the end of the wash, and other jars containing 300 or 400 cc of water starting with 100 cc. This trouble occurs even when new rubber rings are used and the cover apparently clamped down tightly. The clips which hold the jars in place are easily bent out of shape and should be made stronger. The inside of the water bath of our Launder-Ometer is beginning to rust. We have little fault to find, on the whole, with the construction of the Launder-Ometer made by the Atlas Electric Devices Co. except as mentioned above.

* * *

The number of washes necessary in each case to remove the soil was four when test pieces were mounted on black cardboard and

five when observed over a white background. There was a lack of uniformity in results between the two tests, e. g. one wash in test number one did not remove as much soil as in test number two and the same effect was observed after two washes. (In test number two the soil was more completely removed on the test piece which was washed twice than on the one that had had three washes.)

* * * *

We have run the tests as nearly as possible under the conditions specified. Our temperatures probably did not vary from 150° F. by more than 2 degrees, but the speed of rotation of our machine, which was not purchased from the Atlas Co., but was made in our own shops, proved to be 59 R. P. M. This is, of course, higher than it should be but could not be remedied. Comparison with the results of other members will show whether this had any effect.

Our two tests, run on March 6 and 8 respectively, check each other very well, but we cannot say that we are optimistic over the prospect of differentiating between soaps by this procedure. It is difficult to decide just when the black stripe has been completely washed out. We should consider nine washes to be needed for complete whiteness but we fear that the personal element is considerable



COAL TAR PRODUCTS

Cresols and Cresylic Acids

Cresol U.S.P.	Meta Para Cresol
Hydrocarbon Oil	Phenol U.S.P.
Tar Acid Oils, 10%-75%	Dip Oils

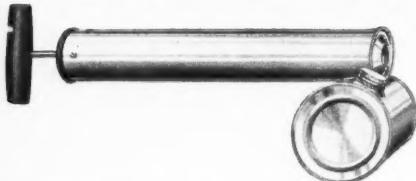
All of our Own Manufacture

The  Company

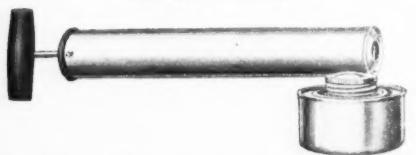
40 Rector Street

New York, N. Y.

"NO LONGER A SECRET"



No. 265 Nu-Day Sprayer. There is no substitute for the Nu-Day.



No. 275 Atomizer. Nu-Day Pump Construction and Wide Mouth Detachable Can.

The pump end construction "Dripless at any angle."

Profit and good will for the insecticide manufacturer. Satisfaction on our part that we have rendered you and the millions that use your product a worthy service.

The success of your product depends largely on its application. Specify the Nu-Day.

LOWELL SPRAYER COMPANY

Successors to Lowell Specialty Company

LOWELL, MICH.

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U. S. A.

RECOMMENDED PREMIUMS

We specialize on premiums used by the manufacturers and jobbers of soap and allied products.

In this issue, we are offering our big premium number at a price that is worthy of your consideration.



A real sales stimulant. Each, \$3.95. In dozen lots, \$3.75. Shipping weight, 90 pounds.

Our 1929 Catalog contains hundreds of premium bargains. Mailed free on request!

No. 4338. Beautiful hand-rubbed mahogany finished Tambour Clock; 18 inches long, 8 inches high, 5½-inch dial; brass lacquered sash. Dependable 40-hour lever movement. Fully guaranteed.

METROPOLITAN WATCH & JEWELRY COMPANY

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in this Judgment, and that it will be precarious to judge between soap A and B when with soap A alone it is so hard to tell whether six, eight, or ten washes are required for complete whiteness. Unfortunately we have little constructive criticism, other than to repeat our opinion that the degree of whiteness resulting from one or two washes is a better criterion of detergent power than is an attempt to determine the number of washes required for complete whiteness. We believe that a visual comparison of cloths washed once with each of two soaps would show the difference, if any, between the soaps better than would a comparison after nine or ten washes. We report nine washes as being needed for complete whiteness, and we shall be interested to hear the findings of other members.

* * *

As instructed in the direction for testing the proposed method of detergency, we cannot see any trace of the design on the 5th wash when the pieces are mounted on black cardboard and viewed in direct light. Our tests were run March 19th and 21st and both tests check at the 5th wash. However, when the samples are viewed against a white background thru a hole in black carboard and

shaded from direct light, the stripes can be identified up to and including the 13th but cannot be seen on the 14th to 20th. Ten individuals read the same test pieces and it was found that those trained in judging laundry quality could detect traces that were not caught by the untrained and altho the readings of individuals differed it was found in all cases each individual was able to check himself on shuffled samples.

* * *

The tests have clearly shown that it is the very last traces of soil that are hardest to remove, and that the percentage of soil removed in the beginning has very little bearing on the final efficiency of a detergent and methods of laundering. So long as a trace of soil is discernible with the naked eye, the cloth cannot be considered clean. The degree of whiteness tells absolutely nothing about the effectiveness of the washing formula on the remaining soil, and since we are not interested in methods that almost clean soiled articles, we believe it is of very little value when used alone. We find a white background (such as a clean cuff) in shaded light shows up traces very well. We find one of the drawbacks of the machine is that it washes the soil from the

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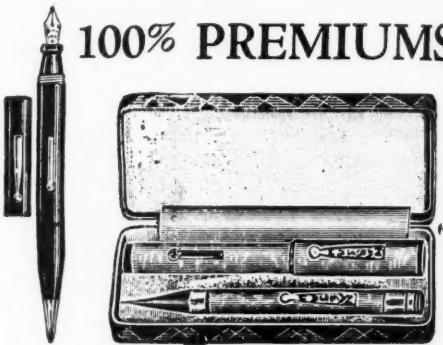
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surface but does not have sufficient mechanical action to be effective on soil between the fibres. In this respect, we find the laboratory machine less efficient than a laundry wheel, and suggest that steps be taken to overcome this difference. In direct light on a black background, the cloth may appear white, but still show traces when shaded on a white background. It is our opinion that the latter method is the better, and we should like the opinion of all the workers on this point. We have all learned a great deal about the Laundry-Ometer, and perhaps an open discussion will furnish ideas by which it can be made more efficient. We believe that the abrasive load can be improved, because the smooth surfaced rubber spheres do not approach the abrasive rubbing action brought about by friction in laundering. Perhaps covering the individual spheres with cloth, using cloth covered Monel metal spheres, cubes, or increasing the number per jar will prove more satisfactory. The mechanical action in the tests is not uniform because the cloth floats in the solution. We found that this very undesirable feature can be eliminated by using the method of Rhodes & Brainard (Ind. & Eng. Chem. Vol. 1 Jan. 1929) in which the abrasive load is inserted in a small bag made of the standard soiled cloth. We find the double belt drive requires considerable regulating to maintain the specified R. P. M., and believe a chain or gear drive more serviceable. The speed in carrying out the tests could undoubtedly be improved if a hinged bar held each row of five jars in place with a single clamp or wing nut at one end. There are many things of this nature which we hope will be brought up in the proposed meeting after the tests, and it is hoped that the members will agree that the method can be made useful.

* * *

Discussion of Results

It is evident from the results that the machine, as used, was found unsatisfactory and the method of reading the index likewise because the end point was drawn out and the washing was not uniform.

Since practical laundry tests in standard washing machines give sharp end points and consistent results, the problem of producing a satisfactory laboratory machine must first be solved if progress is to be made on a laboratory scale. A satisfactory laboratory machine should be capable of removing all traces of soil in a reasonable length of time and its action should be such that it readily removes traces held between the fibres as well as impressions made in cloth at time of printing, if any. This year's work has clearly indicated

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that the very last traces of soil are hardest to remove and since the committee is working to establish a method for determining the detergency of soap products, it is interested in removing these last traces and not in a method that almost cleans soiled cloth. It has been suggested that mechanical action of the machine be increased by increasing the abrasive load (kind, size and number of balls) and also placing the balls in a bag made up of the standard cloth. It is evident that the method of reading the index can be made satisfactory on properly washed samples if observed under identical conditions. In this respect a white background in shaded light has proved the best so far suggested.

As a check up on the index, it has also been suggested that a substance be put in the soil composition that can easily be detected by chemical means directly on the cloth or in the ash of the cloth. Materials other than lampblack have also been proposed with the idea that a material which will wash out easier will make up for the deficiency of the machine. It has also been suggested that the degree of whiteness of the washed cloth be used along with the proposed index reading in order to account for any possible redeposition of soil. The chairman, as well as other members, believes that the proposed method of soiling and evaluating detergency has not yet been thoroughly tested and work along this line should be continued. The principle is sound and modifications in the composition of soil and method of reading should yield useful results in tests approximating commercial laundering. The machine used in this year's work makes simultaneously possible a series of tests under identical conditions and is undoubtedly the best so far presented. Mechanical improvements such as using metal shot abrasive in a bag made of the soil cloth and adopting square bodied corrugated jars are worthy of trial.

In view of past work and the complexities

involved, it is evident that detergents should preferably be tested under conditions in which they are generally used. If laboratory equipment cannot be made a reduction to practice, surely, the standard washwheels of industry are accessible and offer an excellent field for this class of work. The chairman wishes to express his sincere appreciation to the members of the committee and their assistants for the large amount of time and work devoted to detergency problems in the past year.

L. T. HOWELLS, *Chairman,*
Detergents Sub-Committee
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Isaac Winkler & Bro. Co.

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Bemis Bros. Bag Co.

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Davies-Young Soap Co.
Harley Soap Co.
Huntington Labs., Inc.
Kranich Soap Co.
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John Powell & Co.
Puritan Chemical Co.
Geo. A. Schmidt & Co.
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A. Srebren & Co.
Stevens Soap Corp.
Teele Soap Co.
U. S. Sanitary Specialties Corp.
Unity Sanitary Supply Co.
White Tar Co.
Windsor Wax Co.

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Continental Can Co.
Metal Package Corp.
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Dow Chemical Co.
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Grasselli Chemical Co.
Hooker Electrochemical Co.
Mathieson Alkali Works
Mechling Bros. Chemical Co.
Merck & Co.
Michigan Alkali Co.
Monsanto Chemical Works
Newport Chemical Works
Niagara Alkali Co.

Parsons & Petit

Philadelphia Quartz Co.

Solvay Sales Corp.

Standard Silicate Co.

Stauffer Chemical Co.

Victor Chemical Works

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(Continued on Page 132)

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